11/15/39

Stark

BROADCASTING

Broadcast Advertising

Vol. 17 • No. 10

NOVEMBER 15, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

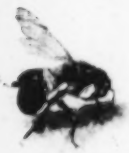
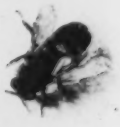
Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

SCHOOL OF BUSINESS ADMINISTRATION
Miami University

RECEIVED
DEC 1 1939
MIAMI UNIVERSITY

Nov. 15 1939

KLZ turns a **SPELLING BEE**

 **into a** *Selling* **BEE!** 

● THREE B's, a Sunday afternoon KLZ-originated, audience participation program has proved itself a honey of a program for listeners . . . has kept business buzzing for its sponsor for the past 104 weeks.

And because "Every Monday, in fact every day of the week, a number of listeners walk into our store and tell us about the entertainment and educational value of the THREE B's" and "Their appreciation is directly reflected in substantial purchases" Denver's Kortz Jewelry Company has renewed this program over KLZ for another 52 weeks.

Kortz's experience with the THREE B's simply reflects KLZ's everyday ability to produce the sort of entertainment the Rocky Mountain area devours . . . to assure the after-effect that makes renewal of sponsorship desirable and profitable, year after year.

THREE B's, *a combination spelling bee, pronunciation bee and word marathon, planned for a different age group each week, packs KLZ's main studio every Sunday . . . fills Kortz Jewelery Company store with buyers all the following week.*

KLZ
DENVER
CBS Affiliate · 560 Kilocycles
AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY
AND WKY, OKLAHOMA CITY · REPRESENTATIVE: THE KATZ AGENCY, INC.

XUM

RESULTS

When 2,438 listeners write a manufacturer to tell him his product, advertised on WLS, is not carried by their dealers—it must be evident that WLS creates a demand for WLS advertised goods.

That's exactly what happened to a flour manufacturer—from ten quarter-hour morning programs on WLS. It's happened before—to many others, and—if you'll pardon our boasting—it can happen to a lot more.

All you need to do is use WLS to sell your merchandise to Chicago and the great Mid-West market. After all, in advertising and selling, nothing takes the place of results. WLS gets them.

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* ***(Chicago)*** Glenn Snyder, *Manager*

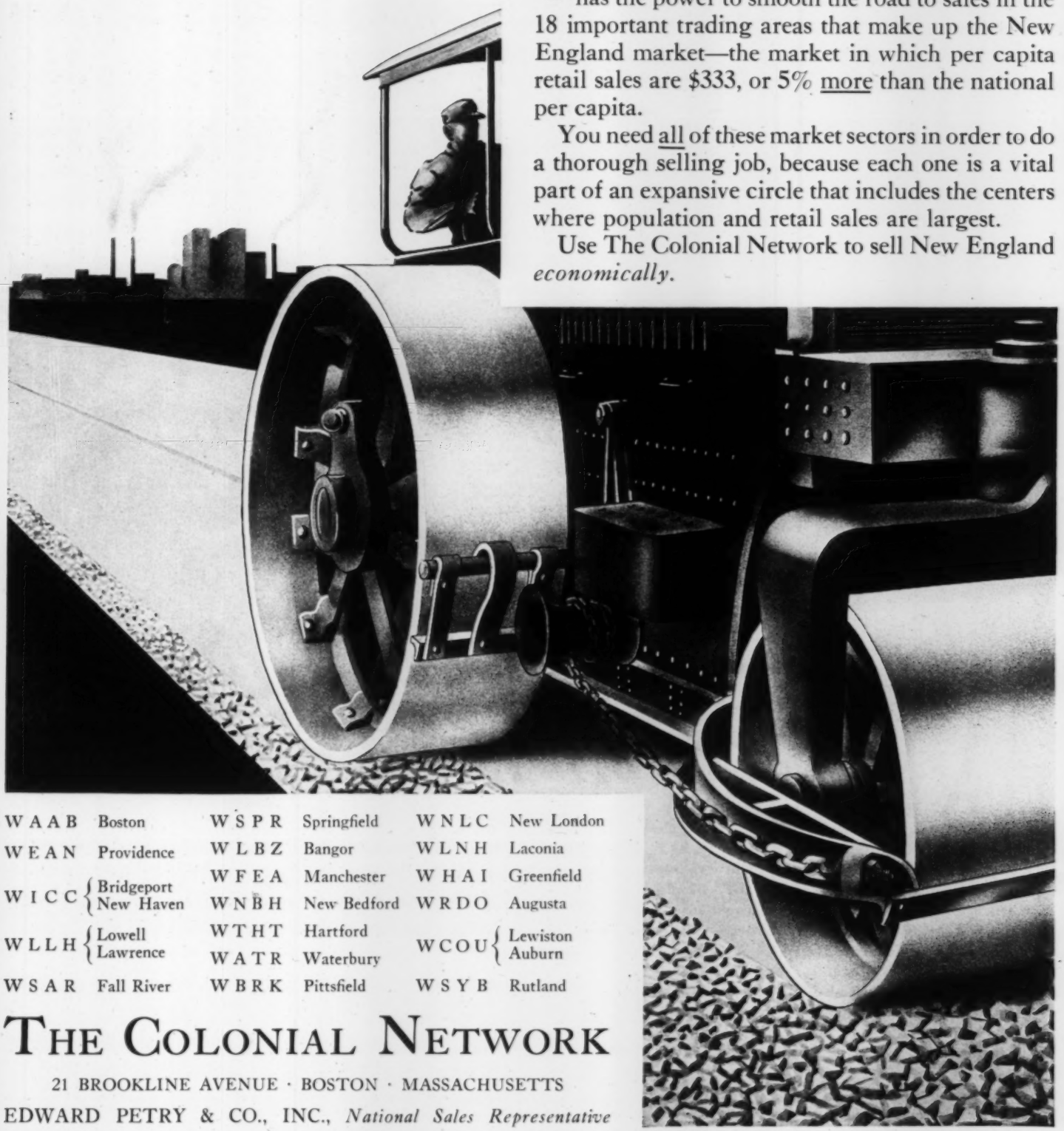
Ask John Blair

SMOOTHS THE ROAD TO *New England* SALES

THE Colonial Network, with its wide coverage, has the power to smooth the road to sales in the 18 important trading areas that make up the New England market—the market in which per capita retail sales are $333, or 5% more than the national per capita.

You need all of these market sectors in order to do a thorough selling job, because each one is a vital part of an expansive circle that includes the centers where population and retail sales are largest.

Use The Colonial Network to sell New England *economically.*



WAAB	Boston	WSPR	Springfield	WNLC	New London
WEAN	Providence	WLBZ	Bangor	WLNH	Laconia
WICC	Bridgeport, New Haven	WFEA	Manchester	WHAI	Greenfield
		WNBH	New Bedford	WRDO	Augusta
WLLH	Lowell, Lawrence	WTHT	Hartford	WCOU	Lewiston, Auburn
		WATR	Waterbury		
WSAR	Fall River	WBRK	Pittsfield	WSYB	Rutland

THE COLONIAL NETWORK

21 BROOKLINE AVENUE · BOSTON · MASSACHUSETTS

EDWARD PETRY & CO., INC., *National Sales Representative*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

KSTP EXHIBIT "A"

706,619 men, women, and children jammed through the turnstiles to set a new attendance record at the 1939 Minnesota State Fair. And for these folks — representatives of the *big* 8th Retail Market — KSTP was Exhibit "A." They witnessed special programs produced on the Fair Grounds . . . *heard* and *saw* radio by visiting their favorite station. Throughout the year, their favorite station visits them. And this year, for the first time at any state fair, KSTP brought them actual television demonstrations of races, 4-H displays, grandstand spectacles, live stock exhibits, personalities. Fall, winter, spring or summer — the Northwest turns first to KSTP—for news, for entertainment, for information about your product. Reach this great market through its favorite medium . . . KSTP, key station of the Minnesota Radio Network.

KSTP

The Northwest's Leading Radio Station

50,000 WATTS

NBC BASIC RED NETWORK

KSTP 50,000 Watts

Edward Petry & Company • National Representatives

NO BOX TOPS! NO LABELS! NO FACSIMILES!

All we want is a *"monicker"*

For our PRIMARY AREA

THIS CONTEST FOR ADVERTISING MEN ONLY

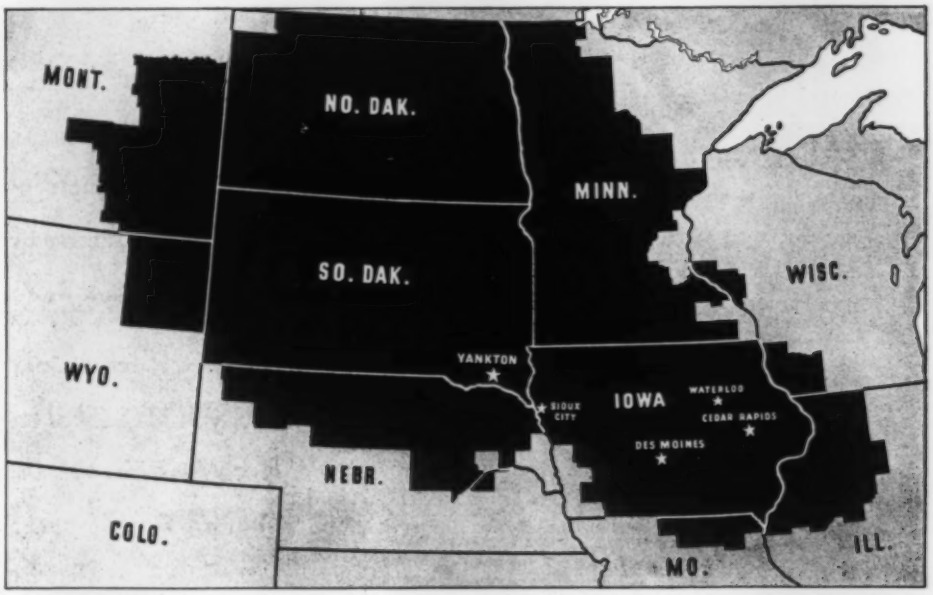
$500.00 CASH

For the Best Name for the Territory Covered by the Primary Area of WMT, KRNT, KSO and WNAX.

WE COULD ask you to tear off the top of your radio. We could ask you to send us your back copies of "The Rover Boys at Saskatchewan." We could ask you to eat Crunchie-Wunchies three times a day. But, by golly, we won't! No, sir, all we want you to do is to take a load off our minds.

Frankly, we've beat our brains against the wall, attended every seance in town—and still can't think of a suitable name for the primary area covered by *The Cowles Stations.*

So, if you're an advertising man or woman, get busy, cook us up a punchy monicker like "America's Bread Basket," or . . . aw, heck, you name it! Incidentally, we're paying $500.00 for the best name.



HERE ARE THE RULES

1. Contest open only to members of advertising agencies and sales and advertising departments of radio advertisers.
2. Entries must be submitted on your firm letterhead. Submit as many names as you desire.
3. Mail to Contest Editor, *The Cowles Stations,* Register and Tribune Bldg., Des Moines, Iowa. Entries must be postmarked not later than midnight, December 31, 1939.
4. $500.00 cash will be paid for the name that, in the opinion of the judges, most accurately and completely describes the combined market or primary area of stations WMT, KRNT, KSO and WNAX. Entries will be judged for originality, accuracy of description, and appropriateness for use in advertising. Do not send elaborate entries. In cases of ties, duplicate prizes will be awarded.
5. Decision of the judges will be final, and all entries become property of *The Cowles Stations* for advertising or for any purpose they choose.

FACTS ON THIS RICH MARKET TO HELP YOU WIN

Situated in a rich farming district, the area served by *The Cowles Stations* contains more than 1,500,000 families who spend more than $1,500,000,000 annually with retailers in this territory.

The farms located in this area represent 10.7 per cent of the nation's total, yet have an actual value of nearly 7 billion dollars, 20.5 per cent of the nation's total farm value, with a proportionately high income. One-third of the nation's hogs are raised in this area . . . and 17.6% of the chickens.

There are more than 1,364,000 radio families in the 385 primary counties that can be reached on the low combination rate. *The Cowles Stations,* Des Moines, will gladly send you any further information you desire.

Contest Closes Dec. 31, 1939
. . . Mail Entry Now!

The Cowles Stations

WMT ★ KRNT ★ KSO ★ WNAX

CEDAR RAPIDS WATERLOO — DES MOINES — DES MOINES — YANKTON SIOUX CITY

WMT KRNT KSO WNAX

Affiliated with THE REGISTER AND TRIBUNE, Des Moines, Iowa

Represented Nationally by THE KATZ AGENCY

St. Louis Grocers are *pro*—KMOX

NEIGHBORHOOD DEALER
"Food products advertised over KMOX are always preferred by my customers."
FRED SCHNUUR,
Fred Schnuur's M'kt, 4332 Natural Bridge

MIDTOWN GROCER
"KMOX radio advertising develops customer selection of name brands."
JOHN F. WEBER, JR.,
John F. Weber & Brother, 4200 Olive St.

DOWNTOWN DEALER
"I have found that food products advertised over KMOX have been overwhelmingly preferred by my patrons."
NATHAN L. HOROWITZ
The Finer Food Co., 11th St. at Chestnut

HERE is a "dream" market in which dealers give their *active* support to insure the success of your campaigns. Here is a great metropolitan *buying*-center where the one radio station preferred by most listeners and advertisers is *equally dominant in dealer influence.*

In these voluntary expressions of grocers' opinion is the answer to why KMOX *has carried 44% of all local and national spot advertising placed on the three St. Louis network stations during the past ten months.*★

Years of intensive activity in the St. Louis food field by KMOX staff men (and such women as Jane Porter, our Food Counselor) are responsible for the unusual enthusiasm for the station repeatedly demonstrated by grocers throughout the KMOX service area. You can be sure of this added "lift" for your campaign (be it groceries, girders, or gardenias) only on KMOX. Any office of Radio Sales will gladly proffer full details.

KMOX 50,000 WATTS · CBS · ST. LOUIS

Owned and operated by Columbia Broadcasting System. Represented by RADIO SALES: New York · Chicago · Detroit · St. Louis Charlotte, North Carolina · Los Angeles · San Francisco

TO SELL THE WEST

3 *tested Columbia Pacific Network programs each with real selling angles*

MOODS AND MELODY WITH PHIL STEWART

Tell the ladies the things they love to hear, in the way they love to hear them—and you'll soon win your way to their hearts... (sh-h-h) and pocketbooks! In *Moods and Melody,* Phil Stewart—for many years announcer for that sensational sales builder, *The Lady Esther Serenade*—proves again he has a way with women. They love the rich, romantic tales he tells, the fascinating poetry—set against a background of warm instrumental music. And to add thrill to thrill, popular young Clark Ross sings lilting love lyrics. Yes, *Moods and Melody* creates an eager feminine following—which Phil Stewart can translate into equally eager buying.

« *"Glowing" commercials cash in on this show's romantic appeal—especially if Phil Stewart weaves your sales messages right into the program . . . An ideal show for sampling or premium offers of products bought by women.*

THE DIXIELAND ALL STAR MINSTRELS

"Sambo—how's the bes' way to sell merchandise?"
"Mr. Interlocutor—that's the mos' easy question yo' ever axed me! RADIO—fust. And second—ALL OF US DIXIELAND ALL STAR MINSTRELS!"
This streamlined minstrel show, playing to a live audience, is packed with fun, laughter, music, varieties, songs, and sure-fire gags that are as good today as they ever were! With writer-producer Tiny Stowe as Mr. Interlocutor; and Jack Karkwood, noted vaudeville comic, and Bob Lloyd, the West Coast's favorite blackface, as end men: this show packs the kind of wallop that leads to bigger sales.

« *100% attention when Mr. Interlocutor and end-men ad lib commercials . . . Old-time programs and admission tickets stimulate dealer and consumer activity at point of sale . . . Pictures of cast for proof of purchase.*

TOM BRENEMAN'S SPELLING BEE-LINER

From C-A-T to C-A-T-E-G-O-R-E-M-A-T-I-C, genial Tom Breneman emcees this good, old-fashioned "spell em down" spelling bee. There's a modern "trick quiz" for the studio audience. A word-list contest for the listeners. And a good time for all! The audience is on its toes from start to finish—alert to your commercials —responsive to your sales suggestions. For example: O... two *sustaining* broadcasts, 11,229 soap and ... age tops (237 brands) were receiv... test announcements. On the air... May 7, as a ... show, *The Spelli... Bee-Liner* is ready ... customers bee-line ... product at ...

SOLD JUST BEFORE GOING TO PRESS

« *Commercials incorporated as part of studio audience quiz, with small cash ... for best quiz answers . . . Weekly listener prizes for best word lists, accompanied by proof of purcha... Ticket distribution at point of sale.*

USE CBS TO GET ALL THE WEST!

Costs are surprisingly low! A word from you will bring details at once—while these shows are still available.

COLUMBIA PACIFIC NETWORK

Palace Hotel, San Francisco... Columbia Square, Los Angeles... Represented by Radio Sales:
New York • Chicago • Detroit • Charlotte, North Carolina • Los Angeles • San Francisco

XUM

NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM

WELCOME, PRINCE ALBERT

Millions of loyal listeners and many new friends are now hearing a part of WSM's Grand Ole' Opry over 24 Southern NBC Stations. This program, a half-hour show, is sponsored by the R. J. Reynolds Tobacco Company, makers of Prince Albert, "The National Joy Smoke."

In choosing their talent, Prince Albert first determined America's program preference. Research disclosed that despite the mechanized sophistication of today America still has a heart of homespun.

WSM's staff of 250 diversified artists are capable of putting on any type program for any product or any audience. But talent is only one consideration. 50,000 Clear Channel Watts plus alert merchandising methods are two other factors that make WSM's shows a success . . . a success determined only by a very definite sales increase. May we show you facts and figures that will sell your product?

NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

WSM
NASHVILLE, TENNESSEE

IN THE CENTER OF THE WORLD'S GREATEST OIL AND GAS AREA

50,000 WATT

COVERAGE FOR THE SHREVEPORT MARKET

and more people live within 150 miles of Shreveport

Than In The Entire State Of Louisiana

Unsurpassed by any in the United States in power, KWKH is on the air every day from 6 a. m. to 12 midnight reaching more people within 150 miles of Shreveport than there are in the entire state of Louisiana. Serving North Louisiana, East Texas and South Arkansas, Shreveport offers unexcelled sales opportunities for KWKH radio advertisers who demand results. Now is the time for you to cash in on the powerful medium of advertising offered by KWKH in this rich, able-to-buy market.

A SHREVEPORT TIMES STATION

KWKH

Represented by The Branham Co.

Shreveport Louisiana

CBS

IN THE CENTER OF THE WORLD'S GREATEST OIL AND GAS AREA

IN THE CENTER OF THE WORLD'S GREATEST OIL AND GAS AREA

IN THE CENTER OF THE WORLD'S GREATEST OIL AND GAS AREA

Again We Say–

1ST IN FOOD IN ST. LOUIS

Last May St. Louis KWK advertised its leadership in the St. Louis food field. At that time our baseball broadcasts were sponsored by food advertisers which of course exerted a seasonal influence.

Now, with baseball off the air, we wish to repeat ourselves: **KWK carries* as much local and national spot food advertising as the two other St. Louis network stations combined.** More exactly, KWK carries 50.6% in this classification, KMOX 28.2%, KSD 21.2%.

The facts underlying this leadership are important. Get them from the Paul H. Raymer Company.

ST. LOUIS

KWK

Thomas Patrick, Incorporated
HOTEL CHASE ST. LOUIS

Representative

PAUL H. RAYMER COMPANY
New York · Chicago · San Francisco

*A typical week in November (Soap quarter hours excluded).

The Ancient Greek hears Users speak . . . and this is what they say:

"ORTHACOUSTIC

is the truest recorded sound we've ever heard!"

A demonstration will quickly convince *you* that Orthacoustic is the truest recorded sound *you've* ever heard! That's why so many users of transcriptions are adopting these sensational new recordings that reproduce *true sound!*

Transcribed programs that sound like Live Studio Broadcasts! Now you can have them—with the revolutionary new RCA-NBC Orthacoustic Transcriptions.

The result of an utterly new and different system of recording and reproduction, developed by RCA and NBC engineers, these Orthacoustic Transcriptions make programs *live*—literally! They reproduce every sound with unmatched fidelity. Voices sound eager, inspired, alive! Music is heard in all its brilliant color. In short, Orthacoustic Transcriptions provide the truest recorded sound you've ever heard!

Let us demonstrate the superiority of Orthacoustic Transcriptions by direct comparison with the ordinary kind. You will notice that over-resonance, ear-ting, needle-hiss, "wows" and "muffles"—all are gone. These *new* transcriptions reproduce *only* the *true sound* that has been recorded!

Get in touch with us today! It will be your first move toward transcribed programs with a Live Talent touch!

RCA-NBC Orthacoustic Transcriptions give you these advantages

1 New High Fidelity Reproduction Quality.
2 Elimination of distortion.
3 Elimination of needle scratch and background noise.
4 Entirely *natural* reproduction of speech.
5 Greater tone fidelity in reproduction of music.

There's nothing Greek about these raves Orthacoustic is getting from enthusiastic users!

"as good as local studio pickup"
"complete absence of surface noise"
"clarity exceptionally good"
"a distinct improvement in quality"
"an advancement in transcription recording"
"another major improvement in NBC THESAURUS library service"
"improved quality with less surface noise"
"ORTHACOUSTIC records greatly increase the quality, brilliance and naturalness of tone"
"considerable improvement in quality—lifelike tone"
"results have been excellent and come up to all expectations"
"absolutely no distortion"
"considerably above anything we have ever heard before"

ELECTRICAL TRANSCRIPTION SERVICE · NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, New York; Merchandise Mart, Chicago; Sunset & Vine, Hollywood

The New RCA NBC

ORTHACOUSTIC TRANSCRIPTIONS

—the truest recorded sound you've ever heard!

"Management makes the difference!"

Think it over for about ten consecutive seconds, and you'll agree that "it's the management that *makes* the radio station". *Management* determines every station's personality and character—therefore its popularity and integrity—therefore its audience and productiveness. Hence *management* is often an even more important consideration than *facilities*. . . .

This is one of the big reasons why Free & Peters' customers in the advertising world have been more than ordinarily successful in radio. Years ago, we determined that our "list" would contain *only* well-managed stations. We do not claim to represent *every* well-managed station in America. But we do know that every station we represent *is* extraordinarily well-managed.

And the result is a growing recognition among agencies and advertisers that *it pays to talk with F & P.*

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
WOC	DAVENPORT
WHO	DES MOINES
WDAY	FARGO
WOWO-WGL	FT. WAYNE
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KSFO-KROW	SAN FRANCISCO
KVI	SEATTLE-TACOMA

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan Ave.	247 Park Ave.	New Center Bldg.	One Eleven Sutter	650 S. Grand Ave.	617 Walton Bldg.
Franklin 6373	*Plaza 5-4131*	*Trinity 2-8444*	*Sutter 4353*	*Vandike 0569*	*Jackson 1678*

BROADCASTING
and
Broadcast Advertising

Vol. 17. No. 10 WASHINGTON, D. C., NOVEMBER 15, 1939 $3.00 A YEAR—15c A COPY

Networks Endorse Clearance at Source

By SOL TAISHOFF

Miller Plans Nationwide Trip to Raise Music Capital; ASCAP Attempts to Split Industry Are Charged

ARMED with commitments from NBC and CBS giving their tacit approval to copyright clearance at the source when an economically and legally feasible method can be devised, NAB President Neville Miller early next month will start a whirlwind trip around the country to raise the $1,500,000 fund to establish for the industry its own supply of music.

Disclosure of the network commitment, viewed as a basic consideration if the anti-ASCAP movement is to succeed, came with the filing of the Broadcast Music Inc. registration statement at the Securities & Exchange Commission on Nov. 3.

Appended to the lengthy registration statement was the declaration that the two networks asserted their approval of the clearance principle "when an economically and legally feasible method of so clearing can be devised which is not unduly burdensome to the said networks in comparison with their present method of operation and payment. * * *" The clearance commitment, demanded by network affiliates, at times threatened seriously to disturb the Broadcast Music project.

Networks' Copyright Clearance Commitment

FOLLOWING is the statement included in the document filed by Broadcast Music Inc., with the Securities & Exchange Commission which for the first time places NBC and CBS on record in support of eventual clearance at the source of copyrighted music:

"The National Broadcasting Co. and the Columbia Broadcasting System have declared their approval of the principle of clearance at the source when an economically and legally feasible method of so clearing can be devised which is not unduly burdensome to the said networks in comparison with their present method of operation and payment, and they have declared that at an appropriate time the said networks will make an earnest cooperative effort with the network affiliates to work out such a feasible plan of clearance at the source.

"The National Broadcasting Co. and the Columbia Broadcasting System also have declared their willingness, at an appropriate time, to consider any proposals by their affiliates for a new method of distributing the cost of music, which is not unduly burdensome to the said networks in comparison with their present method of operation and payment, and that nothing in this license agreement shall be construed as working against an earnest cooperative effort by the various elements of the industry to such end, such effort to involve consideration not only of future payments of license fees to Broadcast Music Inc., but also of payments to other organizations."

Precedent Smashed

After repeated conferences preparatory to filing of the registration statement, NBC President Lenox R. Lohr and CBS Executive Vice-President Edward Klauber agreed to the carefully phrased statement, which was appended to the registration certificate, as required by law before a stock issue can be floated. With that precedent-shattering expression, industry leaders voiced optimism over the Broadcast Music project and felt that pledges made by stations toward the $1,500,000 project would be forthcoming at the district meetings already tentatively scheduled.

Because no solicitations can be made pending completion of SEC scrutiny, expected about Nov. 23, no district meetings have been scheduled prior to that date. Under present plans Mr. Miller, accompanied by members of his executive staff, expects to leave Washington about Dec. 4 to address district meetings west of the Alleghenies and east of the Rockies, returning to Washington about Dec. 13 to remain until after the Christmas holidays. Meetings in New York, Boston and Philadelphia also have been tentatively scheduled but probably will not be attended by President Miller himself. [See itinerary on next page.]

After the Christmas holidays, Mr. Miller contemplates leaving Jan. 2 on the second lap of his nationwide swing, covering the Southern districts, Texas and the Pacific Coast, winding up the campaign tour about mid-January. The Broadcast Music board, headed by President Miller, has set Feb. 1 as the deadline on the fund solicitation, based roughly on contributions by stations of 50% of their payments to ASCAP in 1937, which includes both stock purchases and contracts covering performing rights for the projected Broadcast Music repertoire. If the pledges are not forthcoming, the plan contemplates return of the money advanced.

The major network commitments on clearance at the source, it was believed, would tend to ameliorate internal bickerings on the Broadcast Music project. It is viewed as driving the final wedge in the industry's "united front" on the performing rights situation.

Calls for United Front

Meanwhile, steps to avert purported ASCAP approaches to certain affiliates "to separate branches of the industry" were taken by Independent Radio Network Affiliates and promptly refuted by ASCAP. In a bulletin to the IRNA membership, Samuel R. Rosenbaum, WFIL, Philadelphia, chairman, along with his associates on the executive committee again called for a united front on copyright. He pointed out that since the special copyright convention in Chicago Sept. 15, IRNA has been actively participating in preparations for organizing Broadcast Music Inc. He described it as the "only alternative to monopoly control of a product important to our operations."

The IRNA committee chairman then said it had been learned that ASCAP "has begun to approach certain affiliates with a proposal calculated to separate the several branches of the industry." Declaring that this was "foretold in Chicago and is taking place as expected," he said the committee felt confident no affiliate "will succumb to these blandishments". The benefits of the deal now being offered by ASCAP, he said, "would be illusory. Our only hope is to consolidate our position for the entire future, not merely grasp at temporary comfort for today."

Mr. Rosenbaum said that the NAB Copyright Committee had received from the networks assurances that they would make no deal with ASCAP without the affiliates. This, he added, was regarded by the industry as a valuable protection against the kind of disorganization which split the industry and made it vulnerable in 1934. "It would be highly damaging now to the united front established for the common good of all, for affiliates, singly or in groups, to run out on that understanding," he stated.

Any apparent advantage now seized by affiliates in ASCAP negotiations, Mr. Rosenbaum predicted, would lead to revisions of the general network-affiliate structure which would before very long dissipate any temporary benefits and leave a hostility and irritation from which every affiliate would lose. He added the only course to pursue is to stick together and "discuss amongst ourselves the distribution of the total cost, instead of allowing our adversary to suggest it. It should be obvious that any suggestion or deal offered by ASCAP to separate the broadcasting industry must be to the advantage of ASCAP and not of the broadcasting industry." He asked affiliates to communicate with the IRNA Executive Committee before he considers anything at variance with the program adopted by the industry.

ASCAP Denial

The IRNA statement brought a vigorous denial from ASCAP that it had advanced any offers of terms for new licenses to any broadcaster or group of broadcasters. E. C. Mills, chairman of ASCAP's Administration Committee, told BROADCASTING Nov. 9 that ASCAP had not yet determined what changes, if any, should be made in its present contracts with stations.

"We have a committee studying the question," he said, "not a negotiating committee but one appointed to investigate the effects of the present contract and to report its

XUM

findings to the Society, recommending a formula on which to proceed. Until that committee makes its report, and until that report has been approved, no one—no officer of ASCAP—has any authority to talk terms with broadcasters."

Admitting that many broadcasters have come to ASCAP to discuss the situation and that conversations had been held, Mr. Mills said that the present contract has more than a year to run and that at this time he did not know whether ASCAP would elect to deal with NAB or would make its contracts with broadcasters individually. He reiterated that ASCAP had made no proposals to anyone and denounced as "absolutely untrue" the statement in the IRNA letter.

The registration statement for Broadcast Music Inc. filed with SEC, follows closely the plan as outlined at the Sept. 15 special convention of the NAB by Sydney M. Kaye, NAB copyright counsel [BROADCASTING Sept. 15-Nov. 1]. It is specified that each broadcaster for its performing right license with Broadcast Music shall pay a sum equal to 40% of the total paid ASCAP during 1937. The figure of 50% of the ASCAP 1937 payments is arrived at through purchase by each owner of a station of stock, the total purchase price of which, at $5 a share, will most nearly equal 25% of the maximum amount payable by the subscriber to Broadcast Music under the performing rights license agreement.

While the personnel of Broadcast Music under the statement is limited to members of the NAB Copyright Committee, with Mr. Miller as president, and E. E. Revercomb, NAB auditor, as secretary and treasurer, provision is made for designation of paid personnel, including an executive vice-president.

The term of the Broadcast Music license to stations would begin not later than March 1, 1940. It is specified that payments made by stations to Broadcast Music will be on the understanding that in the event Broadcast Music shall not, by Feb. 1, 1940, have received sufficient stock subscriptions and license agreements to permit the effective operation of the corporation, the funds paid in will be returned.

Miller's Itinerary

FOLLOWING is the tentative lineup of NAB district meetings to be covered by NAB President Neville Miller to solicit pledges for the $1,500,000 Broadcast Music Inc. project: District 2, in New York, Nov. 28; District 7, Cincinnati, Dec. 5; District 1, Boston, Dec. 6; District 8, South Bend, Dec. 6; District 9, Chicago, Dec. 7; District 10, Omaha, Dec. 8; District 14, Denver, Dec. 9; District 12, Wichita, Dec. 11; District 11, Minneapolis, Dec. 13; District 4, Richmond, Dec. 16. Mr. Miller will attend all save the New York and Boston meetings. Far West and Southern district meetings have not been scheduled definitely but will occur after Christmas, with Mr. Miller returning to Washington about mid-January.

Drawn for BROADCASTING by Sid Hix

"We Take You Now Direct to the Front Line, Where Mr. Glib Will Describe the Actual Fighting!"

Court Sustains FCC Position In Ruinous Competition Claim

Existing Stations Must Show More Than the Mere Loss of Revenue; WLAC Interference Ruling

AN IMPORTANT victory was won by the FCC Nov. 13 in the U. S. Court of Appeals for the District of Columbia, which sustained in principle the economic philosophy of FCC counsel that licensing of new station facilities in a given area does not in itself constitute an appealable interest on the part of existing stations which would suffer increased competition.

In elucidating its former view on the competitive theory, the court held in the appeal of KTSM, El Paso, Tex., from the decision granting Dorrance D. Roderick a new local station in that city, that there must be actual destructive and ruinous competition alleged before it will entertain an appeal. Mere loss of revenue through licensing of new facilities, the court held, does not constitute sufficient appealable grounds.

Effect of Ruling

In another decision, equally important, the court dismissed the appeal of WLAC, Nashville, from the FCC grant of a high power regional assignment to WMEX, Boston. It previously had dismissed appeals of Yankee Network and WCOP, Boston, from this grant, raising the economic competitive issue, while WLAC's was premised primarily on interference and technical grounds. In this case, the court said that objectionable electrical interference may be considered on the same basis as economic interest as appealable grounds and that in each instance if the FCC finds substantial evidence to support its position, then appeals cannot be entertained.

As applied to the stations involved, the two opinions mean that the way now is cleared for construction of the new stations, unless attempts are made for Supreme Court reviews. WMEX, now operating as a local on 1500 kc., is authorized to shift to 1470 kc. with 5,000 watts. The Roderick station was given a grant on the 1500 kc. channel with 100 watts full-time. Mr. Roderick is publisher of the *El Paso Times* and also acts as a Scripps-Howard executive in the Southwest.

The dismissals were regarded as outstanding victories for the FCC's Law Department, headed by William J. Dempsey, general counsel, and William C. Koplovitz, assistant general counsel, both of whom have argued strenuously the competitive theory. While the court did not go all the way with their contention, having several times before repudiated their contentions that competition, even if ruinous, did not constitute an appealable basis, it nevertheless did hold in the KTSM case that an effective showing must be made of destructive competition. It was the court's first direct statement of this nature, though in previously deciding the Yankee Network appeal in the WMEX case, it had severely criticized the Commission contention on limitless competition.

The nature of the court's opinion is such that if the FCC determines in a given case that the new competition simply would have the effect of reducing the earnings of existing stations, that would not be sufficient basis upon which the Commission might be reversed. Thus, it was felt in legal circles that the FCC is armed with tremendous new powers and that, in effect, it can control the issues under which stations might attempt to appeal, in normal cases.

In the KTSM case, in which the court previously had reversed the FCC's grant to Mr. Roderick, Chief Justice D. Lawrence Groner said that the issue on the new appeal was whether the competition expected to result from the granting of the new station "will be destructive and ruinous as urged by the appellant."

It was pointed out the owner of an existing station may contend in any case that a new station may reduce its present income "but it requires more to justify the Commission refusing to grant the new license. A mere showing that the income of an existing station may be reduced if another station enters its field is not sufficient. The appellant recognizes that such cannot be the criterion of economic injury herein, as it charges that the competition complained of will be destructive and ruinous. This character of competition may affect the public interest, convenience and necessity, which is the statutory criterion under which the Commission must act."

Weight of Evidence

Citing that in the present case the Commission made its basic finding that the expected competition would not immediately or ultimately result in such a reduction in the income of KTSM as to require deterioration of its service, the court said this finding has the support of substantial evidence and must be sustained.

"We therefore must hold that the granting of this license will not create and foster the 'unfair, destructive and ruinous competition' upon which appellant relies to bring it within the limits of Section 402 (b) (2) of the Communications Act of 1934, supra, and having failed to show that it is so aggrieved or adversely affected by the order of the Commission, it 'becomes our duty to dismiss the appeal,'" the court stated.

In taking up the KTSM contention that it had not been afforded proper opportunity to present oral argument, the court said it was "very clear" that no error had occurred in this respect.

Interference Appeals

In the appeal of J. T. Ward, owner of WLAC, the court, in an opinion written by Associate Justice Justin Miller, pointed out that WLAC had claimed that objectionable interference would be caused to WLAC.

"The considerations upon which we held, in the Yankee Network case, that injury to economic interests may be sufficient to bring a station license holder within the terms of Section 402 (b) (2) as an aggrieved person are equally applicable in the case of objectionable interference," the court said. "The question then arises whether the Commission's findings and determination concerning the question of electrical interference finds substantial evidential support in the record. In the opinion of the court they do, and consequently the assigned reason for appeal is not supported by the record."

This language caused some doubt in the minds of practitioners. It appeared the court had accepted the word "objectionable" as synonymous with "ruinous" whereas it

(*Continued on page 77*)

Transcontinental Prepares for Jan. 1 Debut

Stations Offered 30% of Their Card Rate

THE PHENOMENAL rise of Elliott Roosevelt in radio takes on national aspect with the formation of Transcontinental Broadcasting System, projected as a fourth nationwide network to make its debut Jan. 1 with the business backing of Blackett-Sample-Hummert Inc., the nation's top agency in dollar volume of radio placements.

While the President's son, himself both a broadcast executive and commentator, holds no executive post in Transcontinental, he nevertheless is the spark plug in its preoperation negotiations and presumably will become its chief factotum. John T. Adams, executive vice-president of Mr. Roosevelt's Texas State Network, who in 1933 undertook formation of another network, is the Transcontinental president. All legal and contractual matters are being handled by William A. Porter, Mr. Roosevelt's personal Washington attorney and counsel for Hearst Radio Inc., who sits as vice-president and a director of Transcontinental.

Time Commitments

Since announcement of the project a fortnight ago, broadcasting circles have been intensely curious about its manifold details. Stations in every major market in the country and in quite a few minor ones have been contacted by the Transcontinental organization. Premised largely on commitments for time procured from officials of B-S-H, Transcontinental is guaranteeing stations a minimum of 15 hours of commercial business a week, along with full sustaining service. The body of the Transcontinental contract is a verbatim copy of the standard form of CBS contract, with the exception of the rate schedule. Payment to stations for commercials is based on a sliding scale varying with power and potential audience but in most cases, the proposition is understood to be 30% of the station's published national rate for the first 15 hours per week of night time minus the usual agency commission, with an option at the same compensation rate for the next 6 night hours. Broadcasters report variations of this schedule have been offered in certain cases.

The standard form of contract carries a clause providing for exclusive association with Transcontinental in the particular city. This provision, however, is being deleted where stations propositioned are now on existing networks.

Transcontinental's announcement immediately drew the opposition of the newest nationwide chain—Mutual—which served notice on its affiliates that they were bound by contract to continue with that network. As a matter of fact, it was reported that Fred Weber, MBS general manager, had announced the intention of his network to file suit against Elliott Roosevelt's Texas State Network in the event it became aligned with the new venture. It was claimed that Texas State has an exclusive contract affiliation with MBS.

Details as to the financial backing of Transcontinental were lacking. It was learned, however, that a number of important figures in radio had been contacted about acquisition of stock. Mr. Roosevelt himself denied any major ownership interest. It was announced that officers, in addition to Messrs. Adams and Porter, include Lester E. Cox, operator of KWTO-KGBX, Springfield, and part owner of KCMO, Kansas City, vice-president; John Roberts, brother of Elzey Roberts, publisher of the *St. Louis Star-Times* and president of KXOK, St. Louis, and KFRU, Columbia, Mo., vice-president; Robert M. Thompson, manager of WJAS and KQV, Pittsburgh, secretary, and H. J. Brennen, president and principal owner of WJAS and KQV, treasurer.

Financial Support

In addition to Messrs. John Roberts, Cox and Brennen, stockholders were said to include Clarence Cosby, national advertising manager of KXOK; Jack Stewart, manager of KCMO; Tom Evans, part owner of KCMO, and head of Crown Drug Co., Kansas City, and Mr. Roosevelt. Directors of TBS are Messrs. Adams, John Roberts, Cox, Porter and Brennen; also C. N. Sinclair and R. E. Birney, both of Chicago, neither previously identified with radio.

Elzey Roberts flatly denied published reports that he was financially interested in TBS, refuting particularly a quoted statement that he owned most of some $350,000 in stock in the venture. "Neither I nor anyone connected with the *St. Louis Star-Times* or KXOK owns or has any contract to purchase stock in the Transcontinental Network," Mr. Roberts stated.

"I have no connection with it directly or indirectly," he added, explaining he had not discussed the subject with Messrs. Roosevelt, Adams or Brennen. He added he was not critical of the new enterprise or anyone connected with it but that his expression merely "reflects a burning desire on my part to stick closely to my own business which I know a little about and stay completely out of anyone else's business which necessarily I know nothing about."

Code Attitude

Widely current reports that the network would operate on an anti-NAB Code basis, by accepting commercials far outside the limits imposed by the code as well as between controversial speakers, were disclaimed by Transcontinental officials. Nevertheless this report was prevalent, particularly in commercial circles. It was pointed out that B-S-H commercials on the major networks have been restricted considerably by virtue of network-imposed taboos on certain types of products and lengthy commercials. That agency's largest billings are for daytime serials on behalf of household accounts.

Forming New Network

Mr. Adams

Mr. Roosevelt

While confirmation was lacking, it was reported that WMCA would become the New York key of the network, with WIND, Gary, Ind., as the Mid-West (Chicago) key. Conversations have been held with numerous Pacific Coast stations, with efforts made to acquire the California Broadcasting System, operated by the McClatchy interests, as the nucleus of the West Coast setup. Said to be definitely aligned, in addition to Mr. Roosevelt's Texas State Network of 23 stations, are KXOK, St. Louis; KQV, Pittsburgh; KCMO, Kansas City; WIL, St. Louis; WJBK, Detroit; KFOR, Lincoln, Neb.

President Adams announced the network would make its formal debut Jan. 1 with an exclusive broadcast of the Cotton Bowl football game as the highlight of the day's opening schedule. He predicted the network would include by that time about 110 outlets, chiefly low-powered stations, which will offer advertisers network service free from the "red tape bugaboos" of NBC and CBS.

With the network to assume all line charges, Mr. Adams asserted Transcontinental is not asking stations to donate any time without payment. He said, as BROADCASTING went to press, that 95 stations have already committed themselves but he did not indicate the number of actually signed contracts. He declined to identify these outlets.

Sold as a Unit

Because TBS will be for sale only as a whole, with advertisers required to buy all affiliates, Mr. Adams said the network will be free from many of the station relations problems perplexing other networks. It will not be broken down into basic and supplementary groups, he asserted.

Asked whether the network would operate outside the regulations of NAB and whether it would be necessary for affiliates to drop their NAB memberships, Mr. Adams said this was not the case at all. "TBS contracts," he declared, "contain a specific provision giving each affiliate the right to reject any program it does not consider to be in the public interest." TBS will not, however, follow some of the "absurd restrictions" placed on clients by other networks, he said, adding he does not believe that advertising of laxatives, for example, is more objectionable than that of cigarettes.

Mr. Adams asserted that some 35 hours of business, totaling approximately $6,250,000 had already been signed by TBS, including 20 hours for Sterling Products and American Home Products placed by B-S-H. In this connection, it was learned that the agency's difficulties with NBC over placement of transcribed versions of network programs for supplementary coverage

(*Continued on page 76*)

NIAA Study Reveals Industrial Firms Make Little Use of Broadcast Medium

OF EACH advertising dollar being spent in 1939 in the industrial field, only 0.1% is being spent for radio advertising, according to a recent report of the National Industrial Advertising Assn. The report was compiled from 416 questionnaires returned from an initial mailing to 4,474 industrial companies. Of the 416 firms reporting, 13 indicated their use of radio advertising and specified that an average of 2.35% of their budgets was spent in radio. One company with a sales volume of between $200,000 and $500,000 reported a radio expenditure of 2%, while 12 firms with sales volumes over $5,000,000 indicated an average expenditure of 2.4% for radio advertising.

In the major equipment or heavy industrial field no company reported a 1938 expenditure for radio advertising, but the 1939 breakdown indicates that 10 firms with sales volumes above $5,000,000 are spending 1% of their advertising appropriations this year for radio. In the accessory equipment field during 1938, one firm with a sales volume of between two and five millions reported a radio expenditure of 5%, while in 1939 no accessory equipment firms which answered the questionnaire are using radio advertising.

Products Classified

The 1938 budget breakdown indicates that one fabricating materials company spent 13.7% of its budget for radio, and that two building materials firms expended an average of 0.6% for radio. The product classification breakdown for 1939 shows that one fabricating materials company spent 22.6% of its budget for radio advertising, while two building materials firms spent an average of 1.5% of their budgets on radio.

In classifying products, the questionnaire defined major equipment as heavy machinery, construction equipment and equipment ordinarily considered a fixed asset. It defined accessory equipment as smaller items which are supplementary to operation of major equipment.

Copies of the "National Survey of Industrial Advertising Budgets for 1939" may be obtained from NIAA, 100 E. Ohio St., Chicago, for $2.

First 5 kw. Night Regional Grants Approved by FCC

KMPC, KIRO, Get Fulltime; Way Clear for Increases

KMPC, Beverly Hills, Cal., and KIRO, Seattle, Nov. 14 were authorized by the FCC to operate fulltime on 710 kc. with regional power. The FCC at the same time granted three stations on the 1400 kc. regional channel night power increases to 5,000 watts, marking the first horizontal power increases to 5,000 watts at night on a regional channel. The stations are WIRE, Indianapolis, KTUL, Tulsa, and KLO, Ogden, Utah.

KMPC, owned by the Richards-Fitzpatrick-Patt organization — operating WJR, Detroit, and WGAR, Cleveland—and operating with 500 watts limited time on 710 kc., under the new authorization may go to 1,000 watts night and 5,000 day fulltime. Also authorized was removal of the station to a new location.

KIRO, regularly assigned to 650 kc. with 250 watts limited time, has been operating for the last several years under special authorization on 710 kc. with 1,000 watts unlimited time. This special authorization was made premanent. WOR, Newark, is the dominant station on 710 kc., using 50,000 watts.

Others May Follow Soon

Some 50 applications of regional stations for increases in night power to 5,000 watts, pursuant to the new allocation rules, are understood to have cleared the FCC routine and await formal action. There are pending altogether approximately 100 applications for power increases to 5,000 watts fulltime, but in about half of the cases engineering conflicts are being discussed by station representatives with FCC engineers and counsel. The KTUL grant specifies use of a directional antenna for night time operation; that for WIRE calls for changes in its directional system, and that of KLO for a change in phasing of its directional.

Studying ASCAP Suit

ASSIGNMENT of Ernest Myers, special assistant to the Attorney General, to study of the Government's anti-trust suit against ASCAP pending in the Federal District Court in New York for the last four years, was announced Nov. 13 at the Department of Justice. Mr. Myers takes over the assignment from Robert M. Cooper, who last month joined the FCC as a senior attorney. It was reported no final determination had been reached by the Department in connection with revival of prosecution of the ASCAP monopoly case pending the outcome of the preliminary study.

ADVERTISING Club of New York, on Nov. 9 announced the following officers were elected by the 1939-1940 Advertising and Selling Course class: Walter T. Baker Jr., Westinghouse Co., president; Richard Pallin, General Electric Co., vice-president; Marjorie Wooster, John Blair & Co., secretary; Walter F. McCarthy, R. B. Davis Sales Co., treasurer.

Five Get 250 Watts

FIVE more stations were authorized by the FCC, at its regular meeting Nov. 14, to increase their night powers to 250 watts in accordance with recently adopted rules permitting locals to go to 250-fulltime operation. They are KARM, Fresno, Cal.; KVOS, Bellingham, Wash.; KVRS, Rock Springs, Wyo.; KMAC, San Antonio, Tex.; KHAS, Hastings, Neb., the latter a construction permit. [For earlier 250-watt grants, see story on page 24.]

Stations' Education Board

WITH a view to expanding the educational programs of KOIN-KALE, Portland, Ore., formation of an advisory board of leading Portland educators has been announced by Henry Swartwood, educational director of the stations. Members of the newly-formed board include Dr. Alexander Goldenweiser, anthropologist and sociologist of the University of Oregon extension school; Father M. J. Early, president of the University of Portland; Dr. George Bernard Noble, professor of political science at Reed College; Ralph E. Dugdale, superintendent of Portland schools, and Mrs. Harry George, president of the Portland Parent-Teacher Association. A series of weekly plays covering the best dramas of the last three centuries has been approved by the board as its initial act. High school drama groups will be invited to attend rehearsals and actual broadcasts.

AFM Disc Fee Cut

A REVISED scale for musicians employed on transcriptions for library services, reducing by one-third the cost of musicians on half-hour programs, was adopted by the executive board of the American Federation of Musicians at its recent meeting in New York. In addition to the scale of $18 per man for a 15-minute disc, with time of rehearsal and recording not to exceed one hour, the only previous rate, the AFM now has a half-hour rate of $24 per man, with rehearsal and recording time limited to two hours. Two quarter-hour programs cannot be lumped together as a half-hour show under the new rate, it was said, and if the music is incidental to dialogue the whole program must be recorded at the same time. This last provision, it was said, is to prevent the transcription producers from asking musicians to record short musical bits for a number of records at a single session.

Ray-Lite to Expand

RAY-LITE Co., Milwaukee (Christmas tree lights), has started daily one-minute spots on WMCA, New York, and WCAU, Philadelphia, and plans to expand the campaign to other stations later. Cramer-Krasselt Co., Milwaukee, handles the account.

NBC, MBS Use Few European Pickups; CBS Continues Twice-Daily Programs

AS EUROPE'S battleless war goes into the last half of its third month without a major engagement along the Western Front, a division of viewpoint on the question of war coverage has arisen between A. A. Schechter, director of news and special events for NBC, and Paul White, who occupies the same position with CBS.

Aside from an occasional special program from abroad, NBC has returned to an almost "back to normal" schedule, limiting its regular pickups from Europe to an 8 a. m. program on weekdays and commentaries from London, Paris and Berlin on Sundays. CBS, on the other hand, takes its listeners to Europe twice daily, 8-8:15 a. m. and 6:45-7 each evening. "It may be a different kind of war," says White, "but it's still a war and as such is worth covering."

When no hot news is brewing, White sends his European representatives out among the people to find out how they are reacting to the changed conditions the war has produced. One evening the daily round-up brought reports on the most popular stage shows, movies and books in London, Berlin and Paris. Another broadcast described the wartime life in country villages in the three warring nations and others have explored various other aspects which combine to give American listeners an interesting picture of European life today.

CBS also has its front-line correspondents—William Henry with the British forces, and Thomas Grandin, regularly stationed in Paris, with the French troops along the Maginot Line. Both return to Paris from time to time to broadcast eyewitness accounts of life at the front. NBC has sent no one to the front as yet.

MBS, lining up with NBC, has reduced its European schedule to a Friday evening ten-minute spot, with John Steele speaking from London one week and Waverly Root from Paris the next, plus a ten-minute broadcast by Sigrid Schultz from Berlin every other Sunday. Mutual, however, agrees with CBS on keeping men at the front and has Arthur Mann with the British and Victor Lusinchi with the French troops. Mann and Lusinchi record their talks at the front, the discs being shipped to London and broadcast to America from there.

All three networks give their listeners a nightly analysis of war news. Raymond Gram Swing carries on for MBS; Elmer Davis for CBS, and for NBC the news is analyzed alternately by Hugh Gibson, Baukhage and John Gunther. All three networks also stand ready to return to intensive coverage.

I. J. FOX, New York (furriers), will sponsor on WHN, New York, for the second successive year the annual "Night of Stars" benefit for the United Palestine Appeal, to be held Nov. 17 in Madison Squrae Garden, New York. WHN will donate time for the show, which features stars of radio, stage and screen, from 9:45 to 1 a.m., while I. J. Fox will thurn over the sponsor's fee to the Appeal.

Publisher's Group May File Appeal

Metro-Robbins Interested in RCA-Whiteman Decision

MOVE to make the Metro-Robbins group of music publishers a party to the phonograph record license case is being pondered by these copyright holders, following the reopening of the question of who holds the rights, if any, to restrict the use of these records in broadcasting, by the appeals of Paul Whiteman, RCA and WNEW from the decision of Judge Vincent L. Leibell [BROADCASTING, Nov. 1]. Julian Abeles, counsel for the Metro-Robbins publishing group, said that no decision had been reached, but that one would probably be made within the week.

If these publishers do try to intervene in the appeals, it will be on the ground that the lower court erred in acknowledging the record manufacturer's claim to a common law property right in the records, since the only right the manufacturer has to the record of any particular musical selection is that granted him by the copyright holder, and that this right is limited to the manufacture of records for home use only. Metro-Robbins group's right to intervene in the hearings before the U. S. Circuit Court of Appeals is specifically based on the fact that it granted to RCA the recording licenses for the particular numbers recorded by Whiteman with which the case in the lower court was concerned.

Right to Intervene

Right of these publishers to intervene has been questioned by other attorneys involved, who say that since the publishers were not a party to the original suit and made no effort to intervene, then they have no legal grounds for entering the case at this time.

Music Publishers Protective Assn. is not planning to enter the case in court, according to Harry Fox, general manager, who said that MPPA will stand pat on its letter to all broadcasters, warning them that the publishers do not admit RCA's right to carry out its proposed licensing of broadcasters to use its records on the air [BROADCASTING, Oct. 15].

KDKA October Gross Best Month in 19 Years

ALL-TIME record for gross billings in a single month since the station was opened 19 years ago was registered in October by KDKA, Pittsburgh, according to S. D. Gregory, general manager. During the month billings were 18% over October 1938. New business booked by KDKA during October was 63% above the same month last year.

During the 30-day period, time and talent contracts for future programming aggregated $102,469, an increase of $63,487 over a year ago. For the first 10 months of 1939 this phase of KDKA's business was 33% above the 1938 January-October period. During August, September and October billings on the station were 17% over the same three months of 1938, with a large gain in national spot business, which showed a 40% increase in the 10-month period from January through October.

Relax Video Rules, FCC Group Urges

Sees Crucial Stage Now; Divides Channels by Population

CONCLUDING that television as a service to the public has reached "a crucial stage", the FCC Television Committee Nov. 15 recommended to the full Commission a relaxation of regulations governing the visual art, under which experimental stations would be permitted to operate on a limited commercial basis, with program facilities or funds contributed by advertiser sponsors to be used for experimental program development rather than for profit.

Following the expected course the committee, in its second report on television since its formation early this year, recommended a definite allocation policy under which two classes of stations would be established, along with other safeguards which it felt might make for evolutionary development of television.

Power Limitation

Because of the status of the art, the Committee found that only the seven lower frequency channels of the 19 available for television have been developed to the point of readiness for technical service. It recommended allocation of three channels to metropolitan districts in excess of 1,000,000 population; two channels to areas of between 500,000 and 1,000,000 population, and one channel to metropolitan districts of less than 500,000.

Powers of stations so assigned would not be in excess of that necessary to provide adequate service. However, in an allocation table accompanying the report in which a tentative assignment of frequencies to metropolitan areas was outlined, the maximum allotted power was 10,000 watts.

The committee was not particularly optimistic about the television outlook, pointing out that less than 1,000 receivers had been sold since last may, when RCA-NBC began regularly scheduled broadcasts in New York. The keynote of its voluminous report was extreme caution lest orderly development be retarded. It acknowledged recent progress in visual radio but held the art is still highly experimental. The committee comprises Commissioners T. A. M. Craven as chairman, Norman S. Case and Thad H. Brown. The new report supplements one submitted May 22, which described television as "barely emerging" from the first technical research stage.

In lieu of the present rules which require a program of technical development before an applicant can qualify for a television license, the committee suggested two classes of experimental stations. Class I would be "experimental research stations" which would be required to contribute to technical development but not to render a service directly to the public.

Class II stations would be those licensed for program experimentation and would be required to operate a minimum of five hours per week. Stations in the latter class would be permitted to broadcast sponsored programs.

However, the proposed rules set out that Class II stations "may broadcast sponsored programs, provided such sponsorship and the program facilities or funds contributed by sponsors are primarily used for experimental development of television program service. Solicitation, or the offering on the part of a licensee to anyone, of its facilities for hire as a regular service to the public or as a service to sponsors on other than an experimental basis, is prohibited."

Some question developed regarding the apparent conflict in the suggested rules on commercial operation. One of the proposed rules specifies that licensees of stations in both classifications shall not make any charge directly or indirectly for transmission of either aural or visual programs, while the rule dealing with Class II stations permits such sponsorship with the proviso that the funds so contributed shall be used primarily for experimental development. In this connection, observers pointed out that the FCC under law cannot regulate rates, and therefore is in no position to specify what shall be done with funds received for sponsorship. It appeared obvious that the two rules were directly contradictory.

Time Sharing

The committee pointed to the possible necessity of time-sharing on the seven available frequencies because of the limited number of assignments immediately available. It also recommended that in the interest of competitive development during the evolutionary period no single licensee operate more than one experimental station on the seven channels below 108,000 kc.

Observance of the recommended Radio Manufacturers Assn. standards for transmission and reception by Class II stations was urged by the committee. Pointing out that these relate only to the seven lower frequencies, the committee urged that not only the standards but the proposed engineering principles of allocation, as drafted by the RMA [BROADCASTING Nov. 1], also be approved as the technical basis for the FCC's initial allocation plan.

In submitting its report, the committee brought out that it was releasing for publication only Part I of a three-phase study. The portion released deals only with recommended policies and changes in regulations, it pointed out. Part II, dealing with matters concerning present licensees, and Part II, dealing with recommendations concerning the various applications for new stations now pending, were submitted to the FCC confidentially.

The committee said it would welcome "constructive criticism" by interested parties. If within a reasonable time there is proper request for a public hearing on its report as a whole, as well as the recommended changes in existing television rules, it urged that the Commission consider scheduling such a public hearing.

The committee prefaced its recommendations with the observation that the response of the public, as reflected by the purchase of receivers, has been disappointing to many in the industry. Pointing out that less than a thousand receivers have been sold since last May, nearly all in New York City, the committee said it was unable to gauge accurately the most important of the many reasons for this lack of interest on the part of the public. In general, it ascribed this condition to lack of facilities on a nationwide scale; lack of program service both in quality and quantity in any community; hesitation to purchase costly receivers at this early stage, and lack of sufficient information on which to base a logical licensing policy.

Radio-Times, London

"I'm knitting little blackout bags for the valves (radio tubes)."

Despite these discouraging factors, the committee said it was of the firm conviction that while the public has not been eager to purchase receivers at this time, it does not desire to be deprived of the opportunity to "enjoy the benefits of television when it is ready for public service".

Another important element was described as the cost of producing programs which will sustain interest. It cannot be assumed that the public would be entirely satisfied with a quality of television program inferior to that secured from competitive media such as motion pictures, particularly news reels, the report pointed out. The average cost of the average motion picture is approximately $300,000 and the approximate cost of rendering television programs in New York for one week on a 12-hour per week basis is $15,000, it recited.

"Thus, if television is to become a real service to the public, the licensees must be adequately financed and be assured of an adequate revenue from the service rendered," the report stated. "Not only must this huge cost be shared by several licensees, but also many stations interconnected in a program distribution system appear at this time to be necessary before adequate program service to the public is possible."

To date, the committee pointed out, no connecting links have been constructed because there are not enough stations to justify construction of the chain facilities, applications for other than television technical research stations (Class I) having come from only seven communities in the nation.

The committee said it felt that wholesale distribution of receivers now is unsound because it may retard rather than accelerate the ultimate development of television. Public purchase of receivers in advance of proper television transmission would naturally create a demand for such transmitters. At the present stage of development good programs cannot be furnished, it said, and the more logical procedure would be to render program service so attractive that the public will purchase sets.

Without mentioning RCA by name, the committee said that one company, which had pioneered extensively in television development and has influenced favorably the advancement of television, had recommended relaxing of the restrictions on commercial sponsorship. This company said the removal of the restriction would stimulate development of television without in any way retarding logical progress.

The committee said it had given careful and sympathetic consideration to this proposal but was of the opinion that at present the claimed advantages of removing the restrictions against commercialism do not outweigh the disadvantages. It pointed out that there is no circulation to attract any sponsor to television as a logical medium today and it appeared obvious that before commercialism can become feasible, the service should be ready to sell on some reasonable basis of circulation value to the sponsor. On the other hand, it stated there is grave possibility that premature commercialization could retard logical development.

Warns of Dangers

There is particular danger, the committee continued, "that advertising rather than entertainment or education might easily become a paramount factor in programs. In addition, premature commercialization may easily lead to a scramble for television channels by unfitted applicants who have no real public service concept. It may precipitate many stations in local markets before any source of good programs is available. Consequently, it is certain that public reaction to television service would be adverse."

Beyond that the committee said that immediate commercialization threatens to open the door wide to "financial exploitation of the public without any sound basis therefor." Moreover, it said premature commercialization "might crystallize employment and wage levels before a new-born art and industry has any opportunity to gain sufficient experience to obtain the stabliity in this phase of the service which is so essential to employer and employee alike."

Apropos commercialization, the committee continued:

"It may be that the time is fast approaching when pioneers must receive a return not only on their huge investment but also must secure remuneration for operating expenses. Consequently, the committee feels that program sponsor-

(*Continued on Page 81*)

Dominion Issues Wartime Rulings

Stations Post Regulations in Prominent Studio Location

SIGN of the times in Canada is the bi-lingual notice, printed in English and French on a 12x18 inch card and posted in every Canadian radio station, calling attention to the existing state of war in the country and listing censorship regulations now in force. The notice has been distributed to all Canadian stations by Canadian Broadcasting Corp. for the Dominion Government.

Wartime Regulations

Bearing the official Canadian crest, with parallel English and French text, the notice quotes sections of the Defence of Canada Regulations applicable to radio stations. The notice declares:

Public Order: 39. No person shall by word of mouth: (a) Spread reports or make statements, false or otherwise, intended or likely to cause disaffection to His Majesty or to interfere with the success of His Majesty's forces or of the forces of any allied or associated powers or to prejudice His Majesty's relations with foreign powers, or (b) spread reports or make statements, false or otherwise, intended or likely to prejudice the recruiting, training, discipline, or administration of any of His Majesty's forces.

Attempts to commit offences, and assisting offenders: 61. (1) Any person who attempts to commit or does any act preparatory to the commission of an offence against any of these Regulations, shall be deemed guilty of an offence against that Regulation. (2) No person, knowing or having reasonable cause to believe that another person is guilty of an offence against any of these Regulations, shall give that person any assistance with intent thereby to prevent, hinder or interfere with the apprehension, trial or punishment of that person for the said offence.

Penalties: 63. (1) Every person who contravenes or fails to comply with any of these Regulations, or any order, rule, by-law, or direction, made or given under any of these Regulations, shall be guilty of an offence against that Regulation. (2) Where no specific penalty is provided, such person shall be liable on Summary Conviction to a fine not exceeding five hundred dollars, or to imprisonment for a term not exceeding twelve months, or to both fine and imprisonment; but such person may, at the election of the Attorney-General of Canada, be prosecuted upon indictment, and if convicted shall be liable to a fine not exceeding five thousand dollars, or to imprisonment for a term not exceeding five years, or to both fine and imprisonment.

Notices: 53. (1) Any person by whom an order is made in pursuance of these Regulations or a person acting on behalf of such a person shall give public notice of the order in such manner as he may consider best adapted for informing persons affected by the order. (2) Any constable or any member of His Majesty's naval, military or air forces or any person acting on behalf of the person issuing any such order as aforesaid, may affix any such notice to or cause it to be displayed on any premises, vehicle or vessel and may for such purposes enter any premises at any reasonable time during the day. No person except under lawful authority shall remove, alter, deface or obliterate any notice posted pursuant to the provisions of this Regulation.

CBS, MBS and NBC carried the special hour program Nov. 11 launching the annual Red Cross Roll Call with a speech by President Franklin D. Roosevelt, introduced by Norman H. Davis, chairman of the Red Cross, and appearances by stars of radio, stage and screen.

10,000th Program

LEN SALVO, organist of WGN, Chicago, celebrated his 10,000th program on Nov. 11, just 8½ years after joining WGN. Two incidents stand out in his career, says Len. The night Mayor A. J. Cermak of Chicago was assassinated he played all night between bulletins. The other incident involved an unknown drunk who somehow got into the studio, wept copiously at the organ music and walked quietly away.

GENERAL FOODS Corp., New York (Jell-O pudding), on Nov. 14 switched *The Aldrich Family* on NBC from New York to Hollywood, while Ezra Stone, star of the series, works in the film "At Old Siwash," now being produced by Paramount. Series will continue to be heard Tuesday, 8-8:30 p. m. (EST), over a split Red and Blue network, with West Coast repeat, 8:30-9 p. m. (PST). *Aldrich Family* subbed for the NBC *Jack Benny* show last summer, during the comedian's eight-week layoff. Young & Rubicam, New York, has the account.

THIS trophy, held by Jane Arend, of the artists bureau of WSPD, Toledo, will be given to the Toledo high school winning the local football championship. Three wins gives permanent possession.

Administrative Board Within the FCC Will Operate as a Junior Commission

CREATION within the FCC of an "Administrative Board" comprising its general counsel, chief engineer, chief accountant and secretary, which will function as a sort of "junior Commission" on routine matters and perform as the recommendatory board on other matters, was announced by the FCC Nov. 8, to become effective Dec. 1.

Designed to expedite handling of non-policy matters, as well as to avert rulings by individual Commissioners which might conflict with established policies, the new procedure supplants that instituted two years ago under the administration of former Chairman Frank R. McNinch. Under the old procedure, individual commissioners were assigned to particular routine duties for one-month tenures. Part of this practice will be continued but the Administrative Board will absorb the more important phases.

Under existing Commission personnel, the Administrative Board will comprise General Counsel William J. Dempsey; Chief Engineer E. K. Jett; Chief Accountant William J. Norfleet, and Secretary T. J. Slowie. Three members of the board will constitute a quorum.

Follows Established Policies

The order specifies that this board is designated to "determine, order, certify, report or otherwise act" upon specified matters and that it shall act "only in accordance with established policies of the FCC." That portion of the order relating to the functions of the board follows:

A Board, to be called "The Administrative Board", consisting of the General Counsel, Chief Engineer, Chief Accountant, and Secretary of the Commission is hereby designated to determine, order, certify, report or otherwise act upon the following matters; *provided*, however, that said Board may act in such matters only in accordance with established policies of the Commission; *provided further* that three members of said Board shall constitute a quorum:

(a) all applications for the Coastal, Coastal Harbor, Coastal Telephone, Marine Relay, Aviation, Emergency, and Miscellaneous services, except those falling under paragraphs (1), (2), and (3) of this Order;

(b) upon all radio matters of every character (except broadcast, and cases falling under paragraphs (1), (2) and (3) of this Order) within the Territory of Alaska;

(c) upon all applications for experimental authorizations except: Class II experimental stations to authorize experimentation directed toward the establishment of new services;

(d) upon all broadcast service applications as follows: for licenses following construction which comply with the construction permit; applications for construction permit and modification of construction permit involving only a change in equipment; applications for extensions of time within which to commence and complete construction; applications to install frequency control equipment; applications relating to auxiliary equipment; applications for authority to determine operating power of broadcast stations by direct measurement of antenna power; applications for modification of licenses involving only change of the name of the licensee, where the ownership or control is not affected; applications for construction permit or modification of license involving relocation locally of a studio, control point or transmitter site not involving any substantial change in service area; and applications for relay broadcast stations;

(e) upon all applications or requests for special temporary authorization other than those falling under paragraphs (1), (2), (3) or (5) of this Order;

(f) all applications or requests for emergency and renewal exemptions from the provisions of Section 352(b) of the Act;

(g) upon all uncontested proceedings involved in:

(1) the issuance of certificates of convenience and necessity and the authorization of temporary or emergency wire service, as provided in Section 214 of the Act;

(2) applications from existing licensees for instruments of authorization for the Fixed Public or Fixed Public Press radio services, except applications involving (1) new points of communication, (2) changes in transmitter location other than local in character, (3) assignment of additional frequencies, or (4) involving change of policy by the Commission, or the establishment of a new type of service;

(h) upon requests for inspection of records under the provisions of Section 1.5(c) of the Commission's Rules of Practice and Procedure;

Actions taken by the Board shall be reported in writing each week to the Commission at its regular meeting.

All applications or requests for special temporary standard broadcast authorizations shall be referred to the Administrative Board which shall make appropriate recommendation thereon and refer the same to a Commissioner to be named by subsequent supplements to this Order, who is hereby designated to determine, order, report or otherwise act upon all such applications or requests in accordance with established policies of the Commission.

A Commissioner, to be named by subsequent supplements to this Order, is hereby designated to hear and determine, order, certify, report or otherwise act upon;

(a) except as otherwise ordered by the Commission, all motions, petitions or matters in cases designated for formal hearing, including motions for further hearing, excepting motions and petitions requesting final disposition of a case on its merits, those having the nature of an appeal to the Commission and those requesting change or modification of a final order made by the Commission; *provided*, however, that such matters shall be handled in accordance with the provisions of Sections 1.251 to 1.256, inclusive, of the Commission's Rules of Practice and Procedure;

(b) the designation pursuant to the provisions of Sections 1.231 to 1.232 of the Commission's Rules of Practice and Procedure of officers, other than Commissioners, to preside at hearings.

Any party affected by any order, decision, or report of any individual, board, or individual Commissioner, to whom authority is delegated under the provisions hereof, may file a petition for rehearing, as provided by Section 1.271 of the Commission's Rules of Practice and Procedure, before the Commission, and every such petition shall be passed upon by the Commission.

KENNEDY ACQUIRES INTEREST IN WSAZ

THE 48% interest in WSAZ, Huntington, W. Va., owned by W. C. McKellar, manager, was purchased in early November by John A. Kennedy, operator of the West Virginia Network and chief owner of its three stations—WCHS, Charleston; WBLK, Clarksburg, and WPAR, Parkersburg. The remaining 52% continues in the hands of WSAZ Inc., controlled by the publishers of the *Huntington Advertiser*. Mr. Kennedy publishes the *Clarksburg Exponent*.

The 1,000-watt station outlet on 1190 kc. will be added to the West Virginia Network, according to Mr. Kennedy, and a new manager and commercial manager will be appointed. Mr. McKellar, onetime sole owner of WSAZ, will retire from radio.

Plans for New KYUM

RCA equipment and a 175-foot vertical radiator have been ordered for the new KYUM, Yuma, Ariz., authorized last August by the FCC for construction as a local on 1210 kc. Approval of a site is awaited, after which construction will be completed within 30 days. Station will be controlled by local interests, with the operators of KTAR, Phoenix, and KVOA, Tucson, owning 45% of the stock. John H. Huber, local merchant, is president of the licensee corporation. Paul H. Raymer Co. will be national representatives. Personnel has not yet been chosen.

Yuma Hearing Dec. 1

HEARING on competitive applications involving KUMA, Yuma, Ariz., cited for revocation of its license, again has been postponed by the FCC, with the new date set Dec. 1 in Phoenix. Commissioner Paul A. Walker will preside in lieu of Commissioner Norman S. Case. KUMA had been cited for revocation in a show cause order on the primary ground that the station's license had been transferred without FCC approval. E. B. Sturdivant, former executive of the station and now an applicant for its facilities, last month appealed from an FCC decision authorizing a new local station in Yuma.

FOR
CHRISTMAS
BROADCASTING
Broadcast Advertising
1940 Yearbook Number Included

Special Christmas Gift

SUBSCRIPTION RATES

*

10 Gift Subscriptions	$15
5 Gift Subscriptions	10
3 Gift Subscriptions	7
2 Gift Subscriptions	5
1 Gift Subscription	3

1940 YEARBOOK Number Included

Industry Accord Solves Code Crisis

Shepard Accepts Edict On Coughlin; Eight Stations Resign

WITHOUT THE necessity of invoking summary action against a single station, the broadcasting industry has succeeded in negotiating its first self-regulation crisis by getting all recalcitrant elements in agreement on the payment or sale of time for the discussion of controversial issues.

Behind the strongest barrage of public sentiment, pro and con, that has yet accompanied an industry issue, the NAB board of directors at its meeting in Chicago Nov. 2-3 gave its Code Committee a vote of confidence on the position it has taken in connection with the banning of such speakers as Coughlin and Townsend on paid station time. The only station casualties yet evident growing out of the code controversy were the resignations of four stations in the Texas State Network, headed by Elliott Roosevelt, who announced his intention of resigning from the NAB more than a fortnight ago.

There have been several other resignations, but whether these resulted from the controversial code provision or for other reasons was not ascertainable. The Texas stations which pulled out of the NAB are KFJZ, Fort Worth; KRBC, Abilene; KNOW, Austin; WACO, Waco. In addition, WJJD, Chicago, operated by Ralph L. Atlass, also resigned, as did WCBD and WSBC, Chicago, stations operated by Gene Dyer, who has resigned as NAB director because of ill health.

Shepard's Agreement

The way was cleared for amicable settlement of the Coughlin controversy when John Shepard 3d, president of Yankee and Colonial Networks, who previously had taken a determined stand against termination of the Coughlin broadcasts under literal interpretation of the code by the Code Compliance Committee, announced to the board Nov. 3 his intention not to accept the broadcasts on an out-and-out commercial basis. He announced he would accept sufficient revenue to defray actual line and overhead costs and, if Fr. Coughlin refused to accept free time, he would turn over to charity the difference between the payments to stations owned by his organization and the expenses.

Backing the Code Compliance Committee ruling, the board at the same time held that contracts for the sale of time for discussions of controversial issues executed prior to Oct, 1, 1939, although in temporary conflict with the code, may be continued to expiration. However, it was made clear that, at the discretion of the station manager, such contracts might be terminated at an earlier date in conformity with cancellation clauses contained in the contracts.

Meanwhile, public debate over the code provisions continued, with nationwide networks alloting generous time for discussion of all angles. With several noted speakers already booked in advance, it appeared likely that the forum discussions would continue for some time.

How much Fr. Coughlin's 44-station network has dwindled since the bulk of the contracts expired Oct. 29, could not be ascertained. Word definitely was received by NAB that three stations—WTMJ, Milwaukee; WGBI, Scranton, and WIBC, Indianapolis—had decided to drop the Fr. Coughlin series. WIBC had agreed to pick up the series after WIRE, Indianapolis, had cancelled, but H. G. Wall, station owner, advised NAB that two weeks' notice had been given on cancellation.

Rally Called

Climaxing the strong support for the code, notably in connection with children's programs, emanating from women's organizations, will be a luncheon rally at the Willard Hotel, Washington, Nov. 29 upon invitation of the NAB. Some 200 to 300 national leaders of women's organizations have been invited to the session, which was urged by such figures as Mrs. Sadie Orr Dunbar, of Portland, Ore., president of the General Federation of Women's Clubs and Mrs. Ruth Haller Ottaway, president of the National Council of Women.

Coincident with this meeting, the Code Compliance Committee has been called by its chairman, Edgar L. Bill, WMBD, Peoria, to meet in Washington Nov. 28-29. The committee will take up unfinished business and devise means for more effective handling of commercial aspects of the code. The suggestion has been advanced that a "continuity acceptance advisory service" be established within the NAB to guide stations on commercial program acceptance.

Compliance machinery as such for the code was not established by the NAB board at its Chicago sessions. It was concluded that the primary job at this time is that of self-education. The board will be called upon by the Code Committee, after it has had an opportunity to test the code in actual practice, to draft whatever compliance machinery is deemed necessary at some future date.

The board, in giving its unqualified support to the Code Committee interpretations, adopted a resolution in which it expressed its "gratitude and its full approval" of the committee's findings. To clarify the situation precipitated by the Coughlin and other controversy, the board then put in writing its view that contracts executed prior to Oct. 1 even though in temporary conflict with the controversial issue provision, "may be continued until the expiration date, or, at the discretion of the station manager, may be terminated at an earlier date in conformity with the terms of said contracts."

Praised by Miller

NAB President Neville Miller pointed out that Mr. Shepard, in agreeing to comply with the code, had made a "considerable financial sacrifice." He expressed his appreciation to Mr. Shepard "for the splendid way in which you cooperated with us in straightening out what I believe was a very serious problem in connection with the code." He said the board admired his action and "we owe you a real debt of gratitude."

The association, Mr. Miller added, also was equally appreciative of the financial sacrifices made by other

(*Continued on page 78*)

News in Theatres

TO SIX local theatres at 9 each evening WCPO, Cincinnati, sends news bulletins which are read over the theatre's public address system. The bulletin sheet, based on the thrice-daily Butternut Bread newscasts on WCPO, is then posted in the various lobbies in a special frame. In return for the service, the theatres run trailers for the station and Butternut Bread at each performance.

YANKEE NETWORK station representatives lunched late in October in Boston's Copley Plaza to discuss plans for the New Year campaign of Wm. Wrigley Jr. Co. for its new series, *Spreading New England Fame*, which is to feature Billy B. Van. Just before the eating began they lined up with their place-cards (l to r at table): Malcolm S. Parker, WEAN; Joe Lopez, WICC; A. S. Moffat, WLLH; Jack Atwood, WRDO; Philip Weiss, WSYB; Gordon E. Kelley, WLBZ; Robert F. Donahue, WLLH; Bruff W. Olin Jr., WBRK; James L. Spates, WHAI; Paul Stiles, WNBH; William T. Welch, WSAR; Judson LaHaye, WICC; Edward E. Hill, WTAG; Hervey Carter, WNAC; (standing) T. C. McCray, WTIC; L. T. Pitman, WCSH; Charles G. H. Evans, WFEA; Earl Clement, WLNH; Edwin J. Morey, WNLC; and Irving Vermilya, WNBH.

Present Lessees Acquire KEX, KGA

NBC Disposes of *Oregonian* And Wasmer Leases

SALE by NBC of KEX, Portland, and KGA, Spokane, to their present lessees, the *Portland Oregonian* and Louis Wasmer, respectively, was announced Nov. 11 by NBC. It is understood the KEX price was approximately $40,000 while KGA was sold for about $25,000.

Since each station has been leased since 1933 to the present operators, FCC approval of the transactions is not mandatory. Licenses for the stations have been held by the new owners, who have operated them under leaseholds of $1 per year.

NBC acquired the stations, along with KJR, Seattle, and KYA, San Francisco, in 1932, after the Northwest Broadcasting System, headed by Adolph Linden, had collapsed. The stations were purchased from banks holding Northwest securities. KYA was sold in 1934 to Hearst Radio for $150,000 and KJR was leased to Fishers' Blend Stations Inc., which also operates KOMO, Seattle. No arrangements for sale of KJR have been consummated.

Cover Equipment Value

The station sales, it is reported, are designed to cover value of equipment rather than going concern and goodwill. Even though FCC approval is not viewed as mandatory under the law, it is expected the Commission will be notified of the transactions by the licensees. KEX, which has been operated by the *Oregonian* in conjunction with KGW, is assigned to 1180 kc. with 5,000 watts, operating fulltime under special authorization. KGA is assigned to 1470 kc. with 5,000 watts. Both are NBC Pacific Blue outlets, as is KJR.

With the disposition of the two stations, the number of NBC-owned outlets is reduced to eight. These are WEAF and WJZ, New York; WMAQ and WENR, Chicago; WRC, Washington; WTAM, Cleveland; KPO, San Francisco; and KJR. In addition, NBC leases and operates KOA, Denver, and KGO, San Francisco, from General Electric, and WMAL, Washington, from the *Washington Star*. It program-manages Westinghouse stations WBZ-WBZA, Boston-Springfield, KYW, Philadelphia, and KDKA, Pittsburgh, as well as GE's WGY, Schenectady.

H. V. Fears Code

APPREHENSION that the NAB Code may be so interpreted as to work a hardship on radio by setting up a kind of censorship, was expressed by H. V. Kaltenborn, CBS news analyst, during a discussion of censorship at the Overseas Press Club luncheon at the Gladstone Hotel, New York, on Nov. 8. "The letter of the law may be all right," he said, "but the application may be all wrong." Quoting the code's phrase about keeping analysis and elucidation of the news "free from bias", he praised its intent but added that "no human being is free from bias to any one who disagrees with him." Stating that the things that need regulating will make themselves evident soon enough, he warned against restricting the young art of radio too much, for "after all, it's the truth that makes us free."

XUM

IRNA Seeks Revenue Figures For Contract Fight With AFM

Musicians Ask Greatly Increased Key Payments; Present Schedule Source of IRNA Complaints

CONFRONTED with demands that network affiliate expenditures for union musicians be increased by $1,500,000 annually or up to $4,500,000 when current contracts expire in January, Independent Radio Network Affiliates Inc. on Nov. 6 petitioned all network outlets for data with which to meet the proposals of American Federation of Musicians.

The AFM demands aroused deep resentment in industry circles. With existing contracts expiring Jan. 17, it was thought that a stalemate might occur and threats of two years ago for a nationwide strike might again develop.

During the last two years broadcasters generally have disputed the economic theory upon which the AFM contract was conceived —to relieve purported unemployment in musicians' ranks. Many stations have found no need whatever for musicians and have not been successful in selling staff orchestras to advertisers. Moreover, except in the major markets, the quality of staff musicians has been inferior. In industry circles, the payments have been regarded as an enforced payment of tribute or a "subsidy" which legitimately cannot be justified.

Network Boost Demanded

AFM, in its meeting with industry representatives Nov. 2 had asked that network key stations in New York, Chicago, and Los Angeles increase their expenditures for staff musicians from $60,000 a year to $120,000 annually above expenditures prior to 1938. Refusing to deal through IRNA for independent non-network stations, AFM did not make known its demands from this group but indicated it would deal later with National Independent Broadcasters separately.

To prepare for the inevitable siege of collective bargaining with AFM, the IRNA Executive Committee, headed by its chairman, Samuel R. Rosenbaum, of WFIL, Philadelphia, dispatched Nov. 6 to all affiliates a letter requesting basic information to be utilized in bulwarking the industry's position. Pointing out that the Executive Board of AFM had requested an answer to its proposal by Nov. 20, the IRNA committee asked that a statement of net revenue of each station for the 12-month period Nov. 1, 1938 to Oct. 31, 1939 be submitted to Ernst & Ernst, New York accountants. Whether the Nov. 20 deadline can be met is questionable and it is considered likely that a postponement will be sought.

The IRNA committee, flanked by representatives of the major networks, Harold A. Lafount, of New York, as president of NIB, and Joseph L. Miller, NAB director of labor relations, met with the AFM executive board in New York following preliminary deliberations of the two groups. Joseph N. Weber, president of AFM and chairman of its executive board, promptly notified the broadcasters of the increased demands. Representing the broadcasters at the session were Walter J. Damm, WTMJ, John Shepard 3d, Yankee Network, and Mr. Rosenbaum, for IRNA; Mark Woods, NBC vice-president and treasurer, and Lawrence W. Lowman, CBS vice-president in charge of operations, and Julius F. Seebach, MBS-WOR executive, along with Messrs. Lafount and Miller.

That Schedule A has not worked out to the satisfaction of broadcasters has been evident during the last two years. In many areas, notably the South and the West, competent musicians are not available, but under the contract stations are forced to retain staff musicians commensurate with their classifications. In no few instances the musicians stand by idly and are not permitted to perform. Moreover, it has been argued repeatedly that in many areas the AFM contract does nothing toward alleviating alleged unemployment since the available musicians are otherwise gainfully employed and simply perform as a side-line or a hobby.

Growth of Industry

AFM based its demands for the $1,500,000 increase from network affiliates, it was reported, on purported increase of volume of revenue for the industry, concessions made by the industry to other organized labor groups during the last two years and insistence upon increased employment for musicians because AFM holds that the growth of radio is principally due to the services of musicians.

In addressing all affiliates, the IRNA Executive Committee explained that affiliates must decide immediately whether they favor cooperative action or whether they desire to take a chance on trying to work out deals with their own locals rather than with AFM itself. If the latter course is decided upon by individual stations, the notice said, the station must be prepared to "take the risk of being deprived of network service, or being responsible for an interruption or termination of network service and a possible national strike." Cooperation by all affiliates may avert these results, it was pointed out, "but of course no one can give you any assurance as to the success of the cooperative effort."

Without commenting on the justification of the AFM demands, Mr. Rosenbaum said the important thing is to gather necessary facts to enable IRNA to go back to the Federation and present reasons why the demands should be "met, revised or rejected". He recalled that in 1937 Ernst & Ernst acted as impartial and confidential accountants for the stations in computing the allocation of expenditure as based upon the reported income of each station. This report showed that affiliates had been expending, prior to settlement, a gross of $1,673,063 for staff musicians. The required additional expenditure of $1,500,000 under the settlement worked out two years ago had the effect of raising the annual expenditure for staff musicians to $3,173,063 and the sum was produced by applying the factor 5.49% uniformly to the reported income of each affiliate with the provision, however, that affiliates already expending sums in excess of the average quota were not then permitted to reduce.

Mr. Rosenbaum said it was evident that the first step is to ascertain what expenditure would be produced by applying the old percentage factor to the present volume of business in order to learn what amount of increase, if any, this would make available toward a settlement of the AFM demands, if one is arrived at. In asking stations to send the statements of their net revenue for the specified 12-month period, he said net revenue covers all receipts from sale of station time and payments from networks after deduction of agency commissions and frequency discounts actually allowed, but before deduction of representatives' or salesmen's commissions, or any other operating expense.

Other Problems

This data is all IRNA seeks at the present time, the executive committee stated. If a settlement can be negotiated, it will be necessary to ask stations for further details about the amount and character of expenditures for musicians and other pertinent material. Among the points which the IRNA committee proposes to discuss with AFM will be such questions as inclusion of overtime and extra men in each station's quota, exclusion of certain occasional sponsored engagements from the obligated expenditure, inclusion of cost of arrangers, librarian, and other music employes, relief from unduly heavy expenditures in excess of program requirements and other matters.

"For the moment," Chairman Rosenbaum stated, "the immediate question is whether or not a settlement can be made with AFM, because if not, the alternative will be a termination of services of musicians to networks and network stations, and this means national conflict."

Mr. Rosenbaum also announced that a meeting of the IRNA board of 15 broadcasters has tentatively been called for Nov. 17 in New York to discuss the situation and decide whether it is necessary to call a convention of IRNA. Without figures before it, he said, the IRNA board will be powerless to discuss the subject intelligently and there will be no alternative but a national convention with its attendant expense.

Because of the position taken by AFM regarding independent stations, it is expected that a course similar to the one followed two years ago will be pursued. At that time, AFM would not deal with network affiliates and the major networks.

Meanwhile, the networks themselves, through their representatives, are pursuing their own negotiations with AFM and propose to combat vigorously the request for doubled assessments against their key stations. The networks, under the 1937 agreement, were required to make an annual expenditure of $60,000 for staff musicians in excess of their expenditures at that time for each of their key stations in New York, Chicago and Los Angeles. It now requests that each of the key stations pay the equivalent of $120,000 per year in excess of the amount that was being spent prior to 1938.

Stayed on Air

LIGHTNING struck the telephone cable near the transmitter of WGN, Chicago, the other afternoon, but WGN stayed on the air. Carl Meyers, WGN chief engineer, rushed the mobile unit to Itasca, Ill., while line men searched for the exact point of failure. When the telephone service failed completely an hour later, the WGN shortwave transmitter picked up the studio programs off the wire and transmitted them to the WGN transmitter four miles away. The mobile unit stood by until station sign-off and the linesmen made the repairs.

NEWSPAPER GETS CONTROL OF WFLA

WITH the acquisition of another 10% interest in WFLA, Tampa, by the *Tampa Tribune*, approved by the FCC Nov. 7, that station is now 55% owned by the newspaper, the remaining 45% being held by Walter Tison, manager. The Commission approved the newspaper's purchase of the 10% stock held by Fred J. Lee for $6,800. Last August the *Tribune* acquired the 45% interest of H. H. Baskin, former mayor of Clearwater. S. E. Thomason, publisher of the *Tribune* and also of the *Chicago Times*, is president of the new corporate setup, with Mr. Tison as vice-president.

In another transfer decision the same day, the FCC authorized Leo M. Kennett and Roy E. Blossom to equalize their shareholdings in WHBU, Anderson, Ind., as partners. Mr. Kennett manages the station. Mr. Blossom, former manager of WFBM, Indianapolis, is now executive secretary of the Indiana Electric Assn.

Milk-O-Mag Test

LAMBERT PHARMACAL Co., St. Louis, on Oct. 23 started a test campaign for Milk-O-Mag tablets using morning and evening spot announcements five times weekly on WMBD, Peoria, Ill. If the test is successful, more stations will be added, according to the agency, Lambert & Feasley, New York.

Unique Thanksgiving

CBS has arranged a special Thanksgiving program for Nov. 23 with its network correspondents in London, Paris and Berlin giving descriptions of their families' holiday meals in the warring nations. Wives of Edward R. Murrow in London, Eric Sevareid in Paris and William L. Shirer in Berlin will plan a typical American Thanksgiving menu and will invite an Englishman, a Frenchman and a German to be their guests at dinner.

Kroger Discovers Hearts Are Trumps

Uses Radio Extensively To Tell the Housewife About Its Stores

By HELEN KENNEDY

Assistant in Charge of Radio
To A. E. Johnston, Advertising Director
Kroger Grocery & Baking Co.

"Comes a nightmare, You can always stay awake,
Comes depression, You may get another break;
Comes love, nothing can be done!"

SO GOES a currently popular song. But "comes love" in radio advertising, and the tune changes—for things start to happen.

Since the Kroger Company aired its first daytime serial, *Linda's First Love* has steadily helped to sell Kroger's Hot-Dated Coffee whilst Linda has had one heartquake after another. The which leads us to the conclusion hearts are trumps when it is a game of man and maid; if you play on the heartstrings of the housewife, you loosen her purse strings.

For years Kroger had flirted with the idea of using radio in a big way, but it remained for Bert Johnston in 1935, then newly-appointed advertising director, to make this major step. The company's successful use of this comparatively new selling arm of advertising has been due in no small measure to his keen, alert guidance and foresight.

Kroger Dates

Kroger's maiden venture into broadcast advertising dates back to the early summer of '35, which indicates we were no Christopher Columbus in this field. Then dated coffee had just started to jar public lassitude. Kroger, one of the first to date coffee, launched its unique system of dating at the roaster with *Hot Dates in History* (over ten stations in the Middle West), a bi-weekly quarter-hour night show—a program of tensely dramatic pulse pounding action; an unusual dramatization of red letter dates that emblazon history's calendar. It proved a natural for selling coffee. When all the spectacular history making pages of the calendar had been torn off, this series was followed, without a break, by *Hot Dates in Music*, with equal success and continued until February 1937. Then it was that *Linda's First Love* took over the selling job for Hot-Dated Coffee over 20 stations.

In the fall of 1935 we upped radio schedules by adding a half-hour evening show once a week over 12 stations. The Kroger Food Foundation formed the basis for *House of a Thousand Eyes*. The formula consisted of an international name orchestra, noted soprano, male quartet, and was one of the first to feature guest artists, among them Rudy Vallee, Lanny Ross, Walter O'Keefe, James Melton, Singing Lady and others.

House of a Thousand Eyes symbolized the Kroger organization. Audiences who followed this show, featuring "G" men of the kitchen, scientists and home economists, "saw with their ears" the startling, vivid picture of the rigid scientific tests necessary to make food safe for millions of Kroger families. This continued for a year and was discontinued in favor of a huge

HELEN KENNEDY

package of spot announcements that literally peppered the Middle West with time signals, plugging Kroger's Clock Bread. A year-and-a-half later, switch was made to another quarter-hour show, across the board, with *Mary Foster, the Editor's Daughter.*

Glamour Galore

Kroger established a new departure in daytime radio by securing such glamorous stars as Miss Irene Beasly, Leanore Ulric, Vee Lawnhurst, as guest stars on Linda. Their appearance on our show marked something brand new in daytime radio. Up until then guest stars appeared only on evening programs. Kroger brought its listeners the thrills of an evening show during the day.

Back in 1936 Kroger conducted an extensive survey in Bloomington, Ill., asked pertinent questions relating to radio advertising. From the plethora of data they found women listened to radio during the daytime almost entirely and the few men who were tuned in had either bent the elbow too frequently the night before, were on relief or retired; 97% of the homes had radios; the $2,000 income group was where the buying power peaked; programs that went under the self-conscious name of culture were knob twisted; intellectual level of this income group could be determined by what they read; the common denominator of program preference was Adult Serial Drama.

Armed with these facts we developed *Linda's First Love*, next *Mary Foster, the Editor's Daughter*, went to the breeding ground for talent, announcers, authors and composers—New York—where with the aid of our agency, Ralph H. Jones Company, and World Broadcasting System we hatched out our two transcribed shows.

At the Summit

Today both programs are ranked with top flight shows. Each drama is a day to day story of a young girl's life with heart thumps and domestic infelicities. The world's biggest coffee buyer, the housewife, listens to it because it is exactly what she wants to hear; contains the same emotional appeal so successfully used by publications "Selling sin, suffering and redemption"—publications which capitalize woman's insatiable craving for romance.

Kroger's farflung operations in the Middle West necessitated the most powerful network of stations, necessitated, too, flexibility. Spot radio answered our needs, enabled us to have not one network, but a custom built web, including NBC, CBS, and Mutual affiliated stations. From a small beginning of 10 programs, we now have 45 a day, Monday through Friday. Included in this lineup are *newscaster* programs selling Tenderay Beef, which are a recent addition.

Radio advertising without merchandising tie-up is like trying to make a kettle boil with a match. You can't get consumers steamed up about the product you're advertising unless you somehow snag their attention, intrigue their interest to the point they'll gravitate to their radios and tune in your program.

To turn potential audiences into listening audiences, we use every sound merchandising device possible, including contests, one of which was the best letter on "Why I like Kroger's Hot-Dated Coffee", the prize for which was free food for a family of four for ten years along with thousands of other cash prizes. These served, too, as promotional fodder to the consumer as well as to our 23,000 personnel.

Another way we have of reaching people is taking advantage of the merchandising service that radio stations offer us. WLW, Cincinnati, for instance, periodically provides us with an excellent show case, in the waiting room of their studios, that is on parade before a considerable volume of traffic.

And Then Comes Love

A believe-it-or-not example of the extent to which our programs are known. A lady listener felt the urge to express herself to Mary Foster. Addressed her letter simply to Mary Foster at the fictitious radio town of Valley Springs. The letter arrived at our office! Some postman knew his serial drama!

Scores of baby girls born during the past two-and-a-half years and named after Linda attest the interest of their mothers in *Linda's First Love*. Linda played fairy Godmother to early arrivals, bought the wee tots beautiful coats, caps, toiletries until the stork came too often.

Kroger's advertising and merchandising effort is closely knit to net all possible attention and sales. Merchandising our radio programs is a constant affair with us, for Boy Meets Girl every day—and then "comes love" and things start to happen all over again.

ACTIVE merchandiser is Kroger Grocery & Baking Co., and its stores team with radio displays. Prominent in Kroger's sales promotion are the displays that WLW, Kroger's test station, puts in a merchandising window. Above is a Kroger-WLW display in a Cincinnati store.

MANY of the "firsts" in the history of radio can be traced to the fertile merchandising minds of Kroger Grocery & Baking Co., its agency, Ralph H. Jones Co., and the stations that present the sponsor's programs on the air. Since 1935 Kroger has been using radio extensively, and its success with the medium has been a frequent topic of trade discussion. So successful was that venture in selling dated coffee that a romantic serial was launched on 20 stations and Kroger has been playing on feminine heartstrings and purses ever since, in addition to other programs and extensive spot drives in its marketing areas.

Radio's Largest Survey of Listeners

Federal-Sponsored Data Shows Potency of Air Advertising

THE Hoosier Radio Workshop of Indiana University this month released a preliminary report on its State-wide survey which, when completed, will cover more than 100,000 cases, by far the largest radio listeners survey ever conducted.

Covered in the preliminary report are 62,676 cases taken from 15 counties selected as representative for sampling purposes, including representative areas of the large urban centers of Indianapolis and Hammond, cities such as South Bend, Fort Wayne and Evansville, smaller cities such as Peru and Kokomo and small towns such as French Lick, Bedford and Mount Vernon.

Advertising Impact

Sixty-three per cent, or 39,998 of those interviewed, reported they make a special effort to listen to radio advertising and 50.8%, or 33,843, said they regularly buy products because they hear them advertised on the radio, while 19%, 11,747, said they buy radio-advertised products so they may enter radio contests.

Of the 62,676 persons interviewed, 57,722 (92%) owned radios and 789 (16%) of those not owning radios reported they listen regularly to neighbors' or relatives' receiving sets. An average of 1.2 radios per home was found, with many homes owning three and four radios while two homes had seven each. These radios average 4.5 years in age, with several interviewees reporting radios 14 years old giving satisfactory service.

Car radios were owned by 9,489 (15%) of the 62,676. The average Hoosier radio serves 3.4 persons, and in 41% of the homes, one or more children listens regularly to the radio on an average of 1.8 hours per day.

In the section dealing with program types, it was found that 70.6% of the radio homes use the radio for practical helps, such as weather reports, stock and market reports, special sales, household hints and recipes, news not included. The figures on these categories—14,451 persons listen regularly for stock and market reports, 49,082 listen daily for the weather report and 9,228 wives listen to one or more household programs daily.

News is by far the most popular program subject in Indiana, according to this preliminary report, with 39,997 (63%) listing news first in preference. Other types of programs in the order of their popularity are: humor, variety, serial sports, drama (serious), religious, quiz (public participation), musical, household, political and civic and interview.

The average length of time that each person spends listening to the radio in Indiana is 4.3 hours per day on week days and 3.6 hours per day on Sundays. The favorite listening hours are from 6 to 9 p. m. while the morning hours are more popular than afternoon hours.

The survey was conducted by personal interviews, and it is hoped the results will give Indiana educators and radio stations the most complete picture of radio listening habits today as well as serve as a guide for national listening habits.

Supervising the survey are Robert E. Allen, director of radio programs at Indiana University, and Dr. Lee Norvelle, director of radio at Indiana. The work is being done in conjunction with the U. S. Office of Education.

JACKPOT was hit by Art Carter, NBC Hollywood photographer, on the opening day of the deer season in Arizona in mid-October when he bagged these two bucks—one a four-pointer weighing 180 pounds, and the other a two-pointer of 153 pounds.

SPOT PROMOTION

Petry Uses Four Magazines For Campaign

A LARGE scale campaign to sell spot radio to national accounts was undertaken in mid-November by Edward Petry and Co., pioneer station representation firm. In display ads published in BROADCASTING, *Time*, *Printers' Ink Weekly* and *Advertising Age*, the company projected spot as the oldest form of radio advertising, dating back to the first commercial broadcast in 1921.

Without mentioning its list of stations, the Petry company instituted the campaign as a means of educating advertisers unfamiliar with radio as to the flexibility of spot broadcasting, using as its theme the descriptive line that spot radio is "broadcasting which you can spot any time, any length, anywhere." The campaign is handled by Roy S. Durstine Inc., New York.

Fred Fear Picks List

FRED FEAR & Co., Brooklyn, will again sponsor its Easter campaign of daily spot announcements on stations throughout the country for Chick Chick and Magic Wand Easter Egg colors and a new egg dye called Presto. The campaign, to run from March 18, 1940, through Easter Sunday, March 24, will be heard on KNX KGO KGU WMAQ WIRE WWL WJR KSTP KFEC WHAM WHN WCKY WTAM WCAU KDKA KRLD WKY and KOIN. Menken Adv., New York, is agency.

AFTER considerable success over WXYZ, Detroit, the serial *Ned Jordan, Secret Agent*, conceived by the originators of *Lone Ranger* and *Green Hornet*, on Nov. 16 will start 10:30-11 p. m. on WOR, Newark, as a rebroadcast of its Mutual Network performances.

SERVICEMEN AID STATIONS

And Stations Aid Servicemen by Cooperating In Promotion of Better Listening

COOPERATION between radio stations and local servicemen yields dividends in stimulated interest in radio listening and improved and checked reception, according to letters received by the NAB recently from WDAN, Danville, Ill., and WGAR, Cleveland. Both letters outline practical cooperative plans, one employed by a single station and another promoted jointly by all the stations in a large city.

"Here in Cleveland we have a very active Radio Servicemen of America chapter which is cooperating with all stations in offering an excellent service to set owners," reported Carl George, program director of WGAR. "RSA has established a central telephone call bureau which is open 24 hours a day. And at various periods during the broadcast day the stations in Cleveland mention the excellent programs that can be heard on the respective stations and suggest that for the best enjoyment the listeners' sets be properly serviced. Then the telephone number of the RSA bureau is announced.

"We have found that not only has the association received hundreds of telephone calls from set owners, but they have already noticed a desire on the part of other servicemen to lift their standards so that over a period of time the entire radio service industry will be able to offer a better type of service to the set owner. And then, of course, the RSA members have volunteered to take surveys for the Cleveland stations, which ought to make for greater cooperation."

A parallel plan was developed in the smaller city of Danville by WDAN, through which window displays in 15 local stores as well as announcements on the station urged listeners to service their receivers. The announcements carried by WDAN invited set owners to call and request RSA repair men to be sent to their home to make a free check-up on their radios. The station relayed these requests to the servicemen, who in turn conducted a listener survey during their calls.

WRVA Is Placed In Revised Survey

Sweeney Data Show Richmond Station's Listening Area

HAVING ignored WRVA, Richmond, Va. in his clear channel survey covering 14 States, including Virginia, Rep. Martin L. Sweeney (D-Ohio), Nov. 6 announced revised tabulations covering three States, in which the Richmond 50 kilowatter is prominently mentioned as a desired station by rural listeners in three states.

In the original announcement [BROADCASTING, Nov. 1], WRVA had not been mentioned at all, but simply had been lumped in with "all other classes of stations" in the States in which post card replies from rural listeners had been received. Only 50,000 watt clear channel stations were identified by call letter, with regionals and locals, irrespective of post card responses, simply mentioned in a group, percentage-wise. Rep. Sweeney's post card survey, based on a 10% return from a 25,000 mailing, essayed to show that rural listeners are proponderantly in favor of clear channels and high power.

In Virginia, where WLW had been listed as the "first choice" of rural route box-holders with 38.6% of the replies, the revised tabulation showed the Cincinnati station in second place with 21.6% of the "first choices". WRVA, in the revised tabulation, was shown with 45.3% of first choice selections, 26.2% second choice, 8.7% third choice, and 5.9% fourth choice.

In North Carolina, WRVA was shown as the fourth station in the number of "first choice" selections with 6.9%, as against 40% for WBT, 16.7% for WLW, and 13.7% for WSM. In West Virginia, WRVA was listed as the eighth station in point of first choice favor, with 1.8% of the replies.

Criticism of the Survey

Meanwhile, criticism emanated from other quarters over the manner in which the Sweeney survey was conducted. It was pointed out, for example, that in many rural areas, regional stations have the preponderant farm audience by virtue of strategic location. These cases were not cited at all in the survey.

Rep. Sweeney announced the revised analyses including WRVA in a letter Nov. 6 to Rep. Dave E. Satterfield Jr. (D-Va.), who had brought to his attention the fact that his constituent station was not included. Rep. Satterfield explained that WRVA was not listed as a 50,000 watt station in the last listing of stations issued by the FCC which, he said, had been used for the breakdown. This list, dated Feb. 14, 1939, carried the WRVA as a 5,000 watt station rather than as a 50,000 watter, he said.

"With this in mind, I went over the survey completely, including the returns for WRVA and find that it materially affected the poll in three of the 14 States. In Virginia it placed first, in North Carolina fourth and in West Virginia eighth."

W. H. VANDERPLOEG, executive vice-president of the Kellogg Co., Battle Creek, Mich., has been elected president of the company. Earle J. Freeman, vice-president, has been named director of domestic sales.

Yes, but how do you do in the daytime, Mr. Jones?

● As O'Henry said, it's what a man does between daylight and dusk that really counts—and in this prosaic work-a-day dictum we of WHO most heartily concur. Particularly in view of the results from a little daytime test to which we were recently submitted!

Yes, it worked out very nicely. It just happened that we recently had five different daytime commercial program offers on the station—one at 7:30 a. m., one at 9:30 a. m., and one at 2:15, 3 and 3:45 p. m. So just to check up on how much our listeners still love us, we put all the returns into one basket—and found that we had actually pulled daytime mail from one-sixth of all the 3070 counties in the United States!

We won't attempt to draw any *conclusions* from this, for you. But we do believe we can probably draw equal *returns* for you. If it's your conclusion that you *want* these returns—well, that's up to you! Say when!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

Three Locals Get Approval of FCC

Ogdensburg, Fremont, Neb., Hopkinsville, Ky., Grants

THREE new local stations were authorized by the FCC in decisions announced the first week in November. On Nov. 1 new stations were authorized in Ogdensburg, N. Y. and Hopkinsville, Ky., both granted without hearings. On Nov. 3 a final order was issued granting a new station in Fremont, Neb.

The new station in Ogdensburg will operate with 250 watts on 1370 kc. It will be licensed to the St. Lawrence Broadcasting Corp., of which Joseph R. Brandy, Jr., president of the *Ogdensburg Advance-News* and a former famous Notre Dame football star, is president and 49.66% stockholder. The other major stockholder, also owning 49.66%, is Harold J. Frank, merchant, secretary-treasurer of the company, who will be station manager. John V. Van Kennen, attorney, is a director and holds the remaining stock. Call letters will be WSLB, and the station will be in operation about Jan. 1.

Kentucky Outlet

The new station in Hopkinsville will operate with 250 watts on 1200 kc., and will be licensed to the Paducah Broadcasting Co., which is also licensee of WPAD, Paducah, Ky. President and chief stockholder is Pierce E. Lackey, who also owns and manages WPAD. Call letters will be WHOP. Manager will be Hecht S. Lackey and C. G. Sims will be chief engineer.

The new station at Fremont, Neb. will be licensed to Nebraska Broadcasting Corp., and will operate with 100 watts night and 250 day on 1370 kc. Its directors and stockholders will be Clark Standiford, former manager and part owner of KGFW, Kearney, Neb., who will hold 9 shares of stock; A. C. Sidner, attorney, 5 shares; C. C. Marshall, retired nurseyman, 1 share; Arthur Baldwin, insurance and realtor, 1 share. Call letters will be KORN.

An application for a new 1,000-watt station to operate daytime only on 990 kc. in Brownwood, Tex. was denied by the Commission in an order made public Nov. 2. The applicant was Brown County Broadcasting Co., in which the principals are Wendell Mayes, Joe N. Weatherby and William J. Lawson.

In final orders adopted Nov. 8, the Commission affirmed its previous proposed findings denying the application of Thumb Broadcasting Co. for a new 1,000-watt daytime station on 880 kc. in Brown City, Mich.

Net Shift in Charleston

A SWITCH in the network affiliations of the two stations in Charleston, S. C. will become effective Jan. 1, according to statements by NBC and CBS. On that date the new WTMA, control of which recently was sold to the *Charleston News & Courier* and *Charleston Post*, will join NBC, while WCSC shifts from NBC to CBS. WTMA operates with 250 watts on 1210 kc., and its basic night network rate will be $80 per hour. WCSC operates with 1,000 watts on 1360 kc., and its one-hour night rate will be $125.

RCA Gross Income Rises, But Net Profits Decline

A RISE in gross income but a decrease in net profits from all operations of RCA, including NBC and the parent company's other subsidiaries, is reported by David Sarnoff, RCA president, in an income statement for the first nine months of 1939. Gross income shown for the parent company from all operations was $74,780,658, which compares with $70,878,614 for the same nine months of 1938. Net income before interest, depreciation, amortization of patents and Federal income taxes amounted to $8,130,324, compared with $8,510,-029.

After deductions, net profit amounted to $4,066,425, compared with $4,368,823. Preferred dividends for the period are $2,415,914, leaving $1,650,510 for common, or 11.9 cents per share. This compares with 12.4 cents per share for the same period of 1938.

While RCA does not break down the income statement for its subsidiaries, NBC as its major subsidiary accounted for a gross (from time sales) of $32,510,369 [BROADCASTING, Oct. 1] during the first nine months of 1939.

IN THE doorway of the monster Snow cruiser to be used on the Byrd Antarctic Expedition Dr. Thomas C. Poulter, veteran Antarctic explorer, was interviewed on WOWO-WGL, Fort Wayne, Ind., by Eldon Campbell (center) and Carl Vandagrift, during a stop in that city on the cruiser's shakedown run from Chicago to Boston. Below is Campbell again (at left), this time interviewing Program Director Franklin Tooke, who broadcast his impressions from an "iron lung" during a special program from the recent convention of the Indiana State Medical Assn., at which WOWO-WGL originated two half-hour broadcasts. Tooke, hampered considerably in his speech by the "breathing action" of the apparatus during the demonstration, is watched closely by Nurse Anne Duchwall.

Bridge Success

INCREASED schedule of daily spot announcements on WCOA, Pensacola, Florida, will be used for the coming tourist season by the Pensacola Bridge Corp., as the result of a successful three-year radio campaign used by the company, which operates a toll bridge across Pensacola Bay. An increase of 233% in the number of cars from other States paying the toll has been recorded by bridge authorities since the company started broadcasting on WCOA appeals to tourists to use the bridge and travel the Coastal scenic route.

KOWH Joins Blue

KOWH, Omaha, on Nov. 10 joined NBC as a supplementary outlet to the Basic Blue Network, becoming NBC's 179th affiliate station. Owned by the *Omaha World-Herald*, KOWH operates daytime with 500 watts power on 660 kc. Base network rate is $160 per evening hour.

Burns on CBS Board; Nine-Month Net Profits Well Above 1938 Figure

COINCIDENT with the announcement Nov. 9 that its board of directors had elected John J. Burns to membership, CBS issued its consolidated income statement for the nine months ending Sept. 30. It showed a net profit of $3,511,224 after expenses, interest, depreciation, Federal income taxes and other charges, equivalent to $2.05 per share on the 1,709,723 shares of $2.50 par value stock outstanding. In the same period of 1938, CBS reported a net profit of $2,-606,158, or $1.52 per share.

Mr. Burns, formerly a judge of the Superior Court of Massachusetts and former general counsel of the Securities & Exchange Commission, was chief counsel for CBS in the recent FCC Network-Monopoly Inquiry.

CBS results for the first nine months of this year do not reflect operations of the recently acquired Columbia Recording Corp., which will be shown in the statement for the entire year to be isued after Jan. 1. The nine-month statement follows:

	Nine Months Ended Sept. 30, 1939 (39 weeks)	Oct. 1, 1938 (39 weeks)
Gross income from sale of facilities, talent and wires	$28,673,929.06	$23,958,344.22
Less: Time discounts and agency commissions	8,546,938.33	6,875,428.23
	$20,126,990.73	$17,082,915.99
Deduct:		
Operating expenses	$10,931,509.78	$9,318,013.06
Selling, general and administrative expenses	4,514,073.52	4,188,569.63
	$15,445,583.30	$13,506,582.69
Net income for the period before interest, depreciation, Federal income taxes and miscellaneous income	$ 4,681,407.43	$ 3,576,333.30
Less:		
Interest	$ 41,074.38	$ 36,379.15
Depreciation	462,241.37	449,567.10
Federal income taxes	790,831.47	582,357.79
	1,294,147.22	1,068,304.04
	$ 3,387,260.21	$ 2,508,029.26
Add: Miscellaneous income (net) including interest, discount, dividends, profit and loss on sale of securities	123,964.11	98,128.56
Net Profit for the Period	$ 3,511,224.32	$ 2,606,157.82
Earnings per share*	$ 2.05	$ 1.52

*(Calculated upon the 1,709,723 shares of $2.50 par value stock either outstanding at Sept. 30, 1939 or to be outstanding upon completion of exchange of old $5.00 par value stock.)

Second CBS Outlet in N. M.

KVSF, Santa Fe, N. M., joined CBS Nov. 12, thus giving CBS a second outlet in New Mexico to augment coverage of KGGM, Albuquerque. The new CBS affiliate and KGGM are owned by the same company. Mike Hollander is general manager of the two stations. Ivan R. Head is manager of KVSF, which is offered as a bonus station to accounts buying KGGM.

Nunn Seeks KFDA Control

CONTROL of KFDA, Amarillo, Tex., which began operating last Aug. 1, would pass from J. L. Gooch, local merchant, to J. Lindsay Nunn under an application filed with the FCC Nov. 9 seeking authority to transfer 1,020 of Mr. Gooch's 1,275 shares to Mr. Nunn. The latter now owns 1,200 shares, or 48%, while Mr. Gooch's holdings represent 51%. Mr. Nunn and his son Gilmore also are operators of WLAP, Lexington, Ky., and WCMI, Ashland, Ky.

FCC Approves Increases IN KQV, WNBC Facilitie

IMPROVED FACILITIES for KQV, Pittsburgh, and WNBC, New Britain, Conn., under which each will use 1,000 watts unlimited time with directive antennas on the 1380 kc. channel were tentatively approved Nov. 2 by the FCC in a decision proposing to grant the applications of the stations. Under FCC procedure, if no exceptions are filed within 20 days, the proposed action automatically becomes final.

WNBC sought modification of its license to increase power from 250 watts night, 1,000 watts local sunset, to 1,000 watts unlimited time. KQV requested 1,000 watts unlimited time in lieu of its present 1,000 watts day and 500 watts at night. The FCC found that the granting of both applications will result in an extension of service to 141,000 persons, of whom 122,000 are in the Pittsburgh area, and 19,-000 in the Hartford area adjacent to New Britain.

*No Increase In Price!

Big changes in your radio map of Detroit and Michigan . . . WXYZ daylight power now upped from 1,000 to 5,000 watts. . . . New RCA transmitter and Blaw-Knox antenna . . . New and greatly improved location . . . Far wider and more intensive day and night coverage . . . Bigger audiences . . . Bigger Market. To nationally famous program excellence WXYZ now adds the knockout wallop of POWER . . . What a station . . . What a market . . . What a BUY.

KING-TRENDLE
BROADCASTING CORPORATION

WXYZ • DETROIT

*Current rates will apply on all orders for station time up to January 15, 1940.

Greene and Beville Promoted by NBC

Become Circulation, Research Managers Under Ken Dyke

APPOINTMENTS of J. M. Greene as circulation manager, and H. M. Beville Jr. as research manager of NBC have been announced by Ken R. Dyke, NBC director of national sales promotion, both appointments effective immediately.

Mr. Greene, Harvard graduate identified with radio since 1930, has been with NBC since 1935,

Mr. Beville

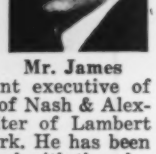
Mr. Greene

where he has been associated with sales promotion, Eastern network sales and sales presentations. He will be in charge of network and station circulation measurements and their application to network sales and will participate in client contacts and supervise the evaluation of new facilities from the network sales standpoint. Prior to joining NBC Mr. Greene was with Scott Howe Bowen, station representative, McGraw-Hill Co., and Commercial Investment Trust as director of publicity.

Statistical Supervision

Mr. Beville will supervise all sales research and satistical activities for NBC. Coming to NBC in 1930 after graduating from Syracuse U, he assisted in the formation of the statistical department and has been the network's chief statistician since 1935. He is on the faculty of the New York Business Institute, and is a member of the American Marketing Assn., Market Research Council, and the American Statistical Assn.

E. P. H. James continues as NBC advertising manager, in charge of all advertising and direct mail in the interest of network sales, having been associated with NBC sales promotion and advertising since 1927. A graduate of London U, Mr. James had previously been account executive of the London agency of Nash & Alexander and copywriter of Lambert & Feasley, New York. He has been prominently identified with the educational phases of broadcasting and has addressed more than a hundred conventions and meetings of advertising men on various phases of broadcast advertising.



Mr. James

Razor Blade Test

PERSONNA BLADE Co., Newark, is sponsoring a test campaign of daily spot announcements on WQXR, New York, for Personna Hollow Ground Safety razor blades, and will add more stations if the test is successful, according to its newly-appointed agency, A. W. Lewin Co., Newark.

FCC Stirs Network Issue by Request For World Series Data From Stations

ANOTHER foray into station-network relations, growing out of the controversy evoked by the exclusive World's Series baseball broadcast rights of MBS, was launched Nov. 2 by the FCC Network-Monopoly Committee with the dispatching of a letter to all stations querying them on their participation or non-participation in the broadcast.

While the committee apparently acted on its own motion, it nevertheless is known that MBS informally had brought to the attention of FCC officials on Sept. 26—in advance of the Gillette Razor sponsored series—the refusal of certain NBC and CBS stations to carry the programs. No formal protest was filed, however, and the matter apparently had been dropped.

It has been an open secret that both NBC and CBS sought to have the series made non-exclusive, and that after Baseball High Commissioner K. M. Landis had rejected their repeated pleas they notified their affiliated stations that their exclusive contracts would not permit acceptance of service from any other national network. Despite this, however, a number of stations affiliated with NBC and CBS carried the series.

Long-Term Contracts

With the Network-Monopoly Committee now engrossed in preparing its report for the full Commission after the six-month inquiry [BROADCASTING, Oct. 1], the investigation of the baseball incident came as a surprise. The record presumably had been closed. Network-affiliate relations, however, were closely scrutinized during the hearings, and charges had been made on behalf of MBS that the older networks had stifled its development by exclusive, long-term contracts. A motion made by Louis G. Caldwell, MBS counsel, that such contracts be curtailed, pending the committee's action, has not yet been acted on by the committee. The baseball incident is seen in some quarters as bearing directly on this phase of the investigation.

It is possible the committee may seek to reopen the public hearings as a result of its discoveries in analyzing the questionnaire returns. On the other hand, it might elect simply to draft a supplementary report on this incident, utilizing it in connection with the MBS motion for curtailment of affiliation contracts.

The FCC itself did not dispatch the baseball letter, although it is understood members of the committee discussed it informally with other commissioners. It is reported that Commissioner Frederick I. Thompson strongly urged the move, presumably after having received a complaint from a constituent station in the South. Commissioner Paul A. Walker is understood to have joined him, thus establishing a majority of the three-man committee as at present constituted. Commissioner Thad H. Brown is acting chairman.

The language of the committee's letter is such that it encompasses not only an effort to ascertain whether pressure was exerted by the older networks to prevent them from accepting service from MBS, but also whether these other networks were refused the privilege. Judge Landis, it has been reported [BROADCASTING, Oct. 1], held that the series should be regarded as in the same category with other national sporting events carried on a single network.

Program Duplication

Moreover, it was recalled that the question of duplication of network programs was one of the paramount issues during the Network-Monopoly Inquiry. Much testimony was adduced in the effort to show that the respective networks had their stations so located as to prevent undue overlapping.

The text of the FCC's letter, requesting replies by Nov. 15, follows:

You are requested to submit information in answer to the following questions for the consideration of the Committee appointed by the Commission to investigate chain broadcasting, pursuant to Order No. 37:

(1) Were the World Series baseball games of October, 1939, broadcast over your station?

(2) If such broadcasts were presented over your station, state (a) the substance of any arrangement or agreement by which such programs were made available to you, and (b) whether any attempt was made by any person or organization to influence or persuade you against broadcasting the programs.

(3) If broadcasts of the World Series were not presented over your station, state (a) whether the programs were offered to you but refused by you because of an agreement with a network or other organization; (b) whether you were influenced by other persons or organizations to refuse the programs, or were prevented from accepting them; and (c) whether an attempt was made by you to obtain the programs, and if so, why you were unable to make arrangements to obtain the same.

This information should be reported briefly but in sufficient detail to present the actual facts in the matter to the committee.

It is requested that replies be made in time for receipt in the Commission not later than Nov. 15, 1939.

Knew All About It

NBC PRESS Department had occasion to blush recently when the daily news report carried a story to the effect that no one, not even NBC, could remember the old-time song "Riding Down from Bangor", which Josef Marais, NBC's Bushveld singer, wished to sing on one of his Friday broadcasts. Next day's news report carried a statement by Thomas H. Belviso, head of the NBC music division, that "if—the NBC press division—had checked with us before sending out that story, they would have learned we knew a lot about the song and had cleared all rights to it just for Marais the previous week."

WJBL Now WSOY

GOING fulltime with 100-250 watts on Nov. 12, WJBL, Decatur, Ill., has changed its call letters to WSOY, "The Soybean Capital of the World". Previously the station shared time with WJBC, Bloomington, Ill. Operating an 18-hour broadcast day, from 6 a.m. to midnight, the station carried a series of special programs in connection with the grand opening with fulltime Nov. 12.

KSL STARTS $150,000 MODERNIZING PLAN

RADIO SERVICE Corp. of Utah, owner and operator of KSL, 50,000-watt Salt Lake City station, has launched a $150,000 improvement and modernization program, according to an announcement by Earl J. Glade, executive vice-president, and Ivor Sharp, assistant to the president and director of station operations. Included in the improvement program, planned to provide facilities equalled by only 10 other stations in the country, are:

1. Major remodeling already under way at the present transmitter building on U. S. Highway 40, east of Saltair, Utah.

2. Installation of the highest quality transmitting equipment available to replace present installation, now seven years old.

3. Building a 470-foot high steel tower to replace the present antennae system. This will be the highest man-made structure in Utah.

New Western Electric transmitter has already been delivered by the Bell Laboratories. Remodeling of the present transmitter building is under way with Ashton & Evans, Salt Lake City architects, directing. When changes are completed, the building will present a combination of beauty and high utility, Eugene G. Pack, technical director, and Willice Edgar Grove, KSL chief engineer declared. The radiator now is being fabricated and will be delivered within the next few weeks. Entire improvement program is to be completed this winter.

Green Hornet Switching To Nationwide NBC Blue

AVAILABLE for national sponsorship, *The Green Hornet*, half-hour adventure drama produced by WXYZ, Detroit, on Nov. 16 switches from a limited MBS network to NBC-Blue for twice-a-week presentation, according to announcement Nov. 7 by H. Allen Campbell, general manager of King Trendle Broadcasting Corp. To be aired each Thursday and Saturday at 8 p.m. (EST), the *Hornet* will have a coast-to-coast network.

The program first went on the air Jan. 31, 1936 over WXYZ and the Michigan Network. On April 12, 1938 it was extended to MBS. The drama, like its more famous predecessor, *The Lone Ranger*, was conceived by George W. Trendle, president of King Trendle Broadcasting Corp. It is not a serial but a series, each episode being a complete story in itself. The hero is Britt Reid, young publisher of the *Daily Sentinel*, who assumes the mysterious guise of the *Green Hornet* to strike at crooks who prey upon legitimate business and undermine municipal and state governments, using the law as a protection for their operations.

Birthday Ball Plans

RADIO department for the President's Birthday Ball will be directed again this year by Fredericka Millet, who arranged women's programs at the New York World's Fair this summer. Miss Millet will be assisted by William Card, recently with the radio division of the World's Fair, and previously of NBC, and Jeanne Campbell of the World's Fair copyright division, NBC, and WHN, New York. Radio plans for promoting the Ball, which takes place in January, will be announced at a later date.

KDKA Observes 19th Anniversary, New Transmitter

Industry and Agency Leaders Guests at Pittsburgh Fete

By J. FRANK BEATTY

NATIONAL leaders in advertising, radio, industry and education joined with Westinghouse and NBC officials in the dedication Nov. 4-5 of the new transmitter and antenna built by Westinghouse for its pioneer 50,000-watt Pittsburgh station, KDKA.

Just 19 years after it had broadcast the Harding presidential election returns from a 100-watt antenna attached to a factory chimney, Westinghouse staged an anniversary celebration that left a vivid impression on its distinguished guests, as well as the city of Pittsburgh and the extensive KDKA listening area. Arrangements were under the direction of KDKA General Manager Sherman D. Gregory and the guest list included a hundred radio executives, time buyers and radio figures, along with President Lenox R. Lohr, and Vice-Presidents A. L. Ashby, William S. Hedges and O. B. Hanson of NBC, and Dr. Frank Conrad, father of the original KDKA broadcast transmitter and Westinghouse assistant chief engineer.

Nov. 4 was "KDKA Day" in Pittsburgh and Allegheny County by virtue of official proclamations, and downtown Pittsburgh was decked with bunting for the occasion. Tied into the event was the world premier of the RKO film "Allegheny Uprising", based on historical Pittsburgh events. Claire Trevor, star of the film, headed a group of screen stars and broke the bottle of champagne on the antenna base during the dedicatory ceremony at the Allison Park site high above Pittsburgh.

A View of Tomorrow

The advertising and trade contingents came in special roomette cars. From New York the guests traveled on the Pittsburgher and from Chicago on the Golden Triangle, arriving in Pittsburgh the morning of Nov. 4. For two days the guests enjoyed a busy round of entertainment, climaxed by an NBC-Blue broadcast on the night of Nov. 5.

Novel feature of the celebration was the sealing of the "Crystal Case of Tomorrow", a document-glass case placed in the wall of the new transmitter house. It will be opened in 1959. In it were sealed transcriptions carrying predictions of industrial leaders on what the next score of years will bring forth, a rag paper edition of the Nov. 1, 1939 BROADCASTING, publications describing the anniversary events, microfilm photographs of typical radio scripts and a photographic roundup, and a guest log of those attending the ceremonies.

Preceding the main two-day celebration was a Nov. 3 program on NBC-Blue, 8-8:30, offering a capsule version of "Allegheny Uprising", with Miss Trevor being supported by KDKA players. Miss Trevor also posed for photographs at the transmitter site, with a scene based on the comparison of Indian smoke signals with the newest means of communication.

Arrival of the out-of-town guests Nov. 4 was marked by a station greeting which presented the famous Carnegie Tech Kiltie Band. An elaborate breakfast was staged at the guest headquarters, Hotel Schenley, when guests were presented along with local radio, newspaper and advertising figures.

After the breakfast, guests were taken to the downtown KDKA studios in the Grant Bldg. With holiday decorations prevailing, guests were taken through the studios and entertained with a motion picture showing Pittsburgh's industrial boom in full swing, along with an animated short illustrating KDKA's greatly increased coverage with new equipment. Bernie Armstrong, KDKA organist, accompanied the film and played request numbers.

Noon recess was featured by refreshments and lunch at the famous Duquesne Club, with Mr. Hedges introducing members of the NBC national advertising staff.

Police escorts took five busloads of guests to the Allison Park transmitter park after the lunch, with dedication ceremonies getting under way at 3:30. Recordings and newsreel versions of the transmitter house events included talks by President Lohr and Miss Trevor at the location of the Crystal Case, just in front of the entrance.

Events at the antenna base, climaxed by the bottle-breaking ceremony, also were recorded and the entire affair was broadcast by transcription on KDKA at 8 that evening.

Directed by David Garroway, KDKA announcer who received the annual Davis announcing award Nov. 2, the dedicatory program included talks by George H. Bucher, Westinghouse president, Mr. Lohr, H. S. Wherrett, president of Pittsburgh Plate Glass Co., Dr. Samuel Harden Church, president of Carnegie Institute.

Following the Allison Park ceremonies, guests later assembled at the suburban Field Club for the no-speech KDKA Day Banquet. Station talent provided entertainment at the banquet, which lasted far, very far, into the night. Guests were presented KDKA Souvenir editions of BROADCASTING.

Opening Sunday's schedule was a mock hunt breakfast after which guests were taken on a sightseeing tour, assembling at 5 p.m. at the University Club for KDKA's Thanksgiving Dinner. Windup of the two-day party was a coast-to-coast hour broadcast on NBC-Blue at 8 p.m., with Tommy Riggs, KDKA-developed artist, as m.c.

The new transmitter plant, Westinghouse equipped, includes the latest in broadcast engineering developments along with a number of features described as brand new. Among new devices are the radio

(*Continued on page 38*)

SEALED in KDKA's Crystal Case (upper left) are many historical items. In front are Lenox R. Lohr, NBC president, Claire Trevor, RKO actress, and Dr. Frank Conrad, KDKA pioneer. David Garroway, KDKA announcer, interviews (upper right) O. B. Hanson, NBC V-P, with Judge A. L. Ashby, NBC V-P, in background. Nick Keesley, of N. W. Ayer, and Fletcher Turner, of J. M. Mathes, chatted (left) during train ride to Pittsburgh. Tyler Davis, of Kenyon & Eckhardt, and Harry Torp, Sherman K. Ellis Inc., (right) in club car.

GUESTS AT KDKA CEREMONY

AMONG those present at the KDKA dedication ceremonies Nov. 4-5 were:

From Chicago—James Neil, NBC; Ed Barroff, NBC; N. J. Cavanaugh, Roche, Williams & Cunnyngham; George Duram, H. W. Kastor & Sons; E. A. Fellers, Presba, Fellers & Presba; E. K. Hartenbower, NBC; H. H. Hudson, H. W. Kastor & Sons; W. L. Hulsebus, Stack-Goble Adv. Agency; Agnes Hunter, BBDO; Charles L. Hotchkiss, NBC; Thomas Kivlan, George H. Hartman Co.; Harry Kopf, Oliver Morton, NBC; J. L. Nelsen, Wade Adv. Agency; L. H. North, Aubrey, Moore & Wallace; Ray H. Reynolds, Rogers & Smith; Harlow P. Roberts, Blackett-Sample-Hummert; R. J. Scott, Schwimmer & Scott; B. R. Solomon, Charles Silver & Co.; Evelyn Stark, Hays MacFarland & Co.; Frank Steel, McJunkin Adv. Co.; F. G. Van Etten, NBC; Myrtle Wright, Henri, Hurst & McDonald; A. J. Engelhardt, U. S. Adv. Corp.; W. J. Edwards, NBC.

From St. Louis—E. A. W. Schulenberg, Gardner Adv. Agency.

From Cincinnati—C. W. Robertson Jr., Ralph H. Jones Co.

From Cleveland—A. L. Billingsley, S. C. Patno, Fuller & Smith & Ross.

From Philadelphia—Frank Coulter Jr., Thomas McDermott, C. H. Cottington, N. W. Ayer; Evelyn Warmsley, McKee & Albright; G. B. Thompson, KYW.

From Boston—E. B. Foskett, Badger & Browning; Louis Glaser, Louis Glaser Inc.; Vincent Callahan, WBZ-WBZA.

From Baltimore—J. B. Rock, Pete Nelson, W. C. Evans, Westinghouse.

From New York—Linnea Nelson, J. Walter Thompson Co.; Elizabeth Black, Joseph Katz Co.; Edith Hopham, Buchanan & Co.; Kurt Peterson, G. L. Trimble, Marschalk & Pratt, Inc.; Richard Marvin, Alman Taranto, Wm. Esty & Co.; Ed Ensell, Eldon Hazard, BBDO; Harry Torp, Sherman K. Ellis Co.; Fletcher Turner, J. M. Mathes, Inc.; Robert Rankin, W. H. Rankin Co.; Herman Kastor, H. W. Kastor & Sons; Nicholas Keesley, N. W. Ayer; Charles Van Bergen, NBC; Frank Conrad, McCann-Erickson; Tyler Davis, Kenyon & Eckhardt; H. E. Pengel Jr., Brooke, Smith, French & Dorrance; T. F. McMahon, Lambert & Feasley; Paul Monroe, J. D. Tarcher, J. D. Tarcher & Co.; M. Kleinfeld, Franklin Bruck Adv. Corp.; Wm. Tieman, Atherton & Currier; John Crandall, Benton & Bowles; Wm. Hines, Morse International; Eugene Cogan, Paris & Peart; Charles Ayers, Ruthrauff & Ryan; T. F. Cosgrove, Platt-Forbes; N. F. McEvoy, Newell-Emmett; Arthur Sinsheimer, Peck Adv. Agency; Ed Krug, Arthur Kudner; C. B. Donovan, Chas. W. Hoyt, Inc.; S. J. Andrews, Fuller & Smith & Ross; Don Forker, Maxon Inc.; Wm. Maillefert, Compton Adv.; Ken Kraft, Major Lenox R. Lohr, Wm. S. Hedges, James V. McConnell, Maurice M. Boyd, William O. Tilenious, John D. Van Amburgh, Gordon Mills, Walter D. Scott, Donald S. Roberts, Miss Catherine Whitaker, O. B. Hanson, Keith Kiggins, A. L. Ashby, Lee Wailes, NBC.

JUST WHAT IS SPOT RADIO?

In simplest terms, SPOT RADIO means buying time on separate radio stations—individually. It gives an advertiser radio-audience coverage to match his distribution—territory by territory.

It lets a sponsor pick any number of stations for any length of program—wherever he likes, whenever he likes. He "spots" his program to suit the exact needs of his selling and advertising plans, and his budget.

It's the oldest form of radio advertising—dating back to the first commercial broadcast in 1921. It offers a direct approach and a localized sales appeal.

No wonder that while all radio advertising has increased 106% since 1934, SPOT RADIO has increased 156%. It's the husky veteran of the industry.

For any advertiser or agency executive who wants to see how SPOT RADIO *can meet his individual situation, we shall be very glad to suggest a specially prepared outline.*

This campaign in the interests of SPOT RADIO is appearing in Time, Printers' Ink Weekly, Advertising Age and Broadcasting.

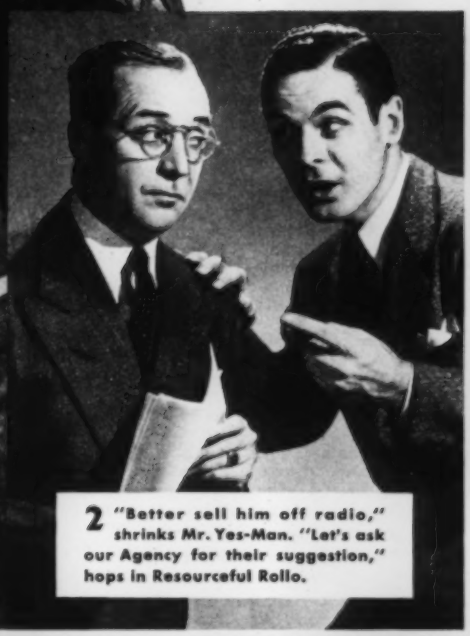
EDWARD PETRY & COMPA

REPRESENTING LEADING RADIO STATIONS THROUGHOUT THE U

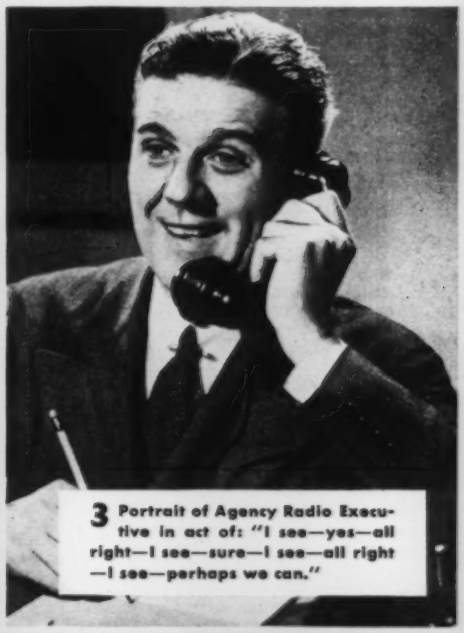
Offices in: NEW YORK · CHICAGO · ST. LOUIS · LOS ANGELES S

SURE, MY DISTRIBUTION IS COCK-EYED, BUT THAT'S MY BUSINESS!

1 See the Angry Advertiser! He sells in only 17 States and they want him to put on a radio program on 102 stations in 48 states.

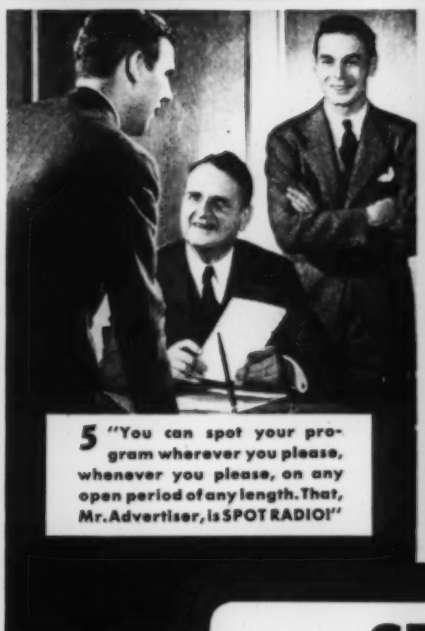


2 "Better sell him off radio," shrinks Mr. Yes-Man. "Let's ask our Agency for their suggestion," hops in Resourceful Rollo.



3 Portrait of Agency Radio Executive in act of: "I see—yes—all right—I see—sure—I see—all right—I see—perhaps we can."

4 Next day: "Relax, gentlemen!" comforts Agency Radio Executive. "The situation is saved! So are your jobs! Radio can be tailor-made to fit his Distribution!"



5 "You can spot your program wherever you please, whenever you please, on any open period of any length. That, Mr. Advertiser, is SPOT RADIO!"

6 "That, Mr. Agency Man, makes sense. What a boon! What a saving! So you call that SPOT RADIO, eh? Well, I call it swell!"

PANY, INC.

HE UNITED STATES—INDIVIDUALLY

S SAN FRANCISCO · DETROIT

SPOT RADIO

IS BROADCASTING WHICH YOU CAN SPOT

ANY TIME · ANY LENGTH · ANYWHERE

XUM

Foreign Time Sold by NBC; Westinghouse Names Nelson

United Fruit First Sponsor on International Facilities; Rates Are Announced by NBC

COINCIDENT with announce- by NBC that United Fruit Co., New York, will become the first American advertiser to sponsor a commercial program over its international broadcast stations, under the recently revised FCC rules, Westinghouse Electric & Mfg. Co. announced appointment of F. P. (Pete) Nelson, former radio time buyer for Blackett-Sample-Hummert, Chicago, as head of its sales and activities for its two international stations.

Mr. Nelson

The United Fruit series, to comprise an evening quarter-hour program designed for Latin American audiences seven days a week, will be transmitted over NBC's international stations at Boundbrook, N. J., WRCA and WNBI. It is expected that a number of other concerns doing business in Latin America will follow the United Fruit's lead in sponsoring commercial programs over international stations.

While NBC has not yet drafted a complete rate card for the service, it was reported United Fruit will pay $500 weekly for its seven quarter-hour broadcasts, with the usual agency discount. The rate was based on the network's estimate of 1,900,000 shortwave receivers in the Latin American territory.

To Maintain Schedules

Apropos rate policies, it was pointed out that the present schedule of shortwave operations, carefully planned and maintained without interruptions, will not be altered by the commercial setup. Each day's schedule will continue on its present basis. English programs will be broadcast from 9 a.m. to 1 p.m., then an Italian hour, a German hour and a French hour.

At 4 p.m. there will be an hour of Portugese, two hours of Spanish and another Portugese hour, followed by two additional hours of Spanish, an English hour and a final two hours of Spanish before the sign-off at 1 a.m. Each hour begins with a 15-minute news period in the language of the home program. Because NBC wanted listeners abroad to become accustomed to tuning in at the same time each day, all programs start exactly on the hour and have never interrupted, not even for broadcasts of the President or other Government officials.

Advertisers may arrange to sponsor programs in any language in this schedule, it was stated, but such broadcasts must fall within the periods assigned to that language. At present contracts are being taken only for quarter-hour programs on a seven-days-a-week basis. Rates, it was said, would be $25,000 a year for a Spanish program; $15,000 a year for a Portugese program, and $35,000 a year for a daily program in both languages. These rates, which are to be subject to usual agency discounts, likewise are based on NBC's estimate of 1,900,000 receivers in Latin America. No rates have been established for programs to Europe, although advertisers wishing to talk to listeners on the Continent in their own languages will be given the opportunity by NBC, with rates to be arranged.

Expansion Seen

WLW already has announced creation of a commercial and programming department to foster commercial operations over its new 50,000-watt international station WLWO. With NBC and Westinghouse already in the field, it is expected a new phase of commercial radio soon will begin large-scale development.

Mr. Nelson's appointment as active director of WBOS, Boston, and WPIT, Pittsburgh, adjuncts of Westinghouse stations WBZ and KDKA, was made by Walter Evans, manager of the radio division of Westinghouse. International shortwave broadcast service has been maintained continuously on a non-commercial experimental basis since 1923, when the Westinghouse Company pioneered in shortwave broadcasting to foreign countries with the establishment of 8XS, the first station to be heard around the globe. Later the 8XS call was changed to W8XK, one of the best known international stations.

Last May the FCC announced lifting of the experimental classification on international stations and authorized broadcast of sponsored programs but with limitations on the type of commercials to be used. Because of purported "censorship" imposed under the language used in the new rules, a furore was precipitated. Subsequently the language under attack was suspended indefinitely.

Mr. Nelson formerly was with the advertising department of the *Chicago Tribune*, in the sales department of NBC in Chicago, and until recently in the radio department of Blackett-Sample-Hummert, Chicago. In his new capacity, he will make his headquarters in Baltimore where the radio division is located.

Westinghouse announced that negotiations already are under way with several advertisers interested in programs reaching foreign audience. Westinghouse itself, it is presumed, will sponsor certain programs by virtue of its export trade and the desirability of building prestige for its products in foreign markets.

Cultural Understanding

Explaining the reasons behind NBC's entrance into this new field of activity, Oswald F. Schuette, RCA coordinator of shortwave activities, said that during the last two years the broadcasts to Latin American people in their own languages had created a better understanding between North and South America on cultural and political planes and that now the commercial aspect, no less important and in many ways inseparable from the others, would be introduced. This service was inaugurated under Frank E. Mason, NBC vice-president.

The action of the FCC last June in granting commercial licenses to the shortwave broadcasters, plus the advent of the war which disrupted a large part of Europe's trade with South America, provided an opportunity, he said, which NBC is now taking. The fact that sponsored programs have placed radio entertainment in the United States far ahead of that of any of the foreign lands in which radio is a state-supported project should produce the same result in the international field, he stated. Programs prepared by advertisers wishing to get their messages across to foreign listeners should greatly increase present listening to American broadcasts by these people, he added.

Shortwave receivers are much more common in Latin America than in the United States, Mr. Schuette said, explaining that in the tropics electrical disturbances create so much interference with reception of broadcasts on the standard broadcast band that many local stations also transmit their programs on shortwaves which are less subject to static. Easily 75% of receivers in tropical countries can tune in the shortwave as well as the standard band, he said.

Primarily Institutional

Asked whether there was not a danger that broadcasters and publishers in Central and South America might resent advertising broadcast from the United States, Mr. Schuette said that the shortwave advertising would be primarily institutional and would supplement rather than supplant local advertising. In fact, he said, building goodwill and a desire for American products by Latin Americans may well create additional local advertising by the makers of these products to turn this goodwill into direct sales.

RCA, he said, has for several months broadcast programs advertising its shortwave receivers and Victor records to the Latin American audience without any complaints and will undoubtedly continue this type of advertising.

American advertisers now have a big advantage over those of other countries in broadcasting to Latin America, he continued, for while European broadcasts may stress the superiority of English or German soap, for example, one does not ask at a store for English or German soap. American advertisers, however, are allowed to mention their products by the name they are sold under.

Negotiations are being conducted with a number of advertisers interested in broadcasting to South America, NBC reported, but no special international sales department has been set up to handle this type of business. United Fruit series was arranged by L. P. Yandell, assistant treasurer of RCA.

CBS has formulated no plans for shortwave commercial programs as yet, BROADCASTING was told by Elizabeth Tucker, director of shortwave programs for CBS.

Utah Nimrods

UTAH'S open season on deer took five staff members of KSL, Salt Lake City, into the wilds, all of whom returned with a perfect score. Shirl Thayne, of the staff orchestra, led the group by bagging a buck and a doe, while F. B. McLatchy, account executive; Gene Pack, technical director; Lee Taylor, engineer and Ted Kimball, announcer, each got one deer.

WITH KFI-KECA, Los Angeles, moving to new quarters at 141 N. Vermont Ave., that city, in late December, future activities of the stations were discussed when this group of Earle C. Anthony Inc. executives got together for luncheon at the Brown Derby Restaurant in Hollywood. Left to right are Harrison Holliway, general manager; LeRoy Spencer, resident manager of Earle C. Anthony Inc.; Earle C. Anthony, president and owner of KFI-KECA; C. W. Mason and H. L. Blatterman, co-chief engineers. Earle C. Anthony Inc., with FCC approval, recently bought KEHE facilities from Hearst Radio and took over Aug. 1, replacing the call letters of that station with those of KECA, NBC-Blue outlet in Los Angeles. KFI is the NBC-Red station. Studios and executive offices of the old KEHE plant are being remodeled. KECA on Nov. 15 celebrates 10 years of operation with a special birthday broadcast arranged by Holliway.

Tel-Pic Service

TEL-PIC SYNDICATE, a new form of news-display service, has been formed at 1650 Broadway, New York, and has already signed WMAS, Springfield, WNBC, New Britain, and WELI, New Haven, to use its merchandising displays in store windows. Illuminated displays of timely world events with the station's call letters on an upper panel are placed in the windows with merchandising tie-ins on a sponsor's program. W. R. Moore is president of the new company.

WOR

Staunch Advertiser Attacks WOR Market

carries 41% more national spot business in New York than the total combined spot business carried by its three 50,000 watt competitors, according to the first report issued by **NATIONAL RADIO RECORDS**

Dominion Easing War Restrictions On Broadcasting

More Latitude Now Permitted On Elections, Newscasts

NO ADVANCE censorship at Ottawa of broadcast election speeches for the New Brunswick provincial election on Nov. 20 will be necessary, according to instructions which have gone out to New Brunswick, Prince Edward Island and Gaspe Peninsula broadcasters. While in the recent Quebec provincial elections it was necessary to have texts of election speeches censored in advance at Ottawa [BROADCASTING, Oct. 1], for the New Brunswick election it will only be necessary for the station manager to send a copy of the election speech as okayed by him to the Censorship Coordination Committee, it is learned from H. N. Stovin, liaison officer of the censorship committee for radio. However, only studio broadcasts of election talks may be given, with no audience in the studios. Broadcasts of election meetings are still forbidden.

Regulations Eased

Canadian broadcasters continue to receive periodically regulations from the censorship committee. The tendency has been to ease the method of application of the censorship regulations and to point out where broadcasters are not complying with the regulations. For instance, a recent censorship circular (all are confidential) stated that it was no longer necessary to send in copies of all newscasts made by each station, that copies of news issued by recognized agencies, as Canadian Press, Transradio Press, British United Press, and *Christian Science Monitor*, need not be sent to Ottawa. All news originating from other sources, and broadcasts, must be sent to Ottawa daily.

Circulars have gone out advising stations that some are reported broadcasting news of troop movements, conjectures of defense department appointments, attempted sabotage. These items may not be broadcast as news items without first obtaining specific permission from the censorship committee.

The censorship committee has cooperated with the broadcasting stations in every way, to enable stations to operate as nearly normal as possible. While all talks made over broadcasting stations must be announced in advance to the liaison officer, H. N. Stovin, who is also station relations supervisor of the Canadian Broadcasting Corp. at Toronto, there is no censorship of text demanded. The matter is left in the station manager's hands, and he must interpret the regulations as they apply to each talk. In the case of election talks, notice of the day and hour of the broadcast must be given in advance by telegram.

The various regulations, which emanate from the Censorship Coordination Committee at Ottawa, are sent to groups of stations affected or to all stations, as the need may be, by telegram and where necessary followed by letter. Receipt of each new regulation must be acknowledged by the station either by telegram or by letter. All stations have also been sent posters containing Defence of Canada Regulations, which must be placed prominently in any studio or room where a microphone is located.

On the part of the stations, the censorship regulations have meant a certain amount of additional clerical work, and careful interpretation of the regulations. Insofar as the radio listener is concerned, despite the fact that there is censorship in Canada, he finds little difference between the newscasts from Canadian and United States stations.

TEAR OUT THIS PAGE AND KEEP FOR REFERENCE

It's the complete weekly schedule of the greatest concentration of radio attractions ever offered on one station .. current schedule of KOIN programs.

THE BIGGEST SEASON IN RADIO HISTORY IS HERE!

DAY / DATE | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

6 - 6:30 | KOIN KLOCK
6:30 - 7
7 - 7:30
7:30 - 8
8 - 8:30 | WEST COAST CHURCH
8:30 - 9 | MAJOR BOWES
9 - 9:30 | CAPITOL THEATRE
9:30 - 10 | SALT LAKE TAB
10 - 10:30 | CHURCH OF AIR
10:30 - 11

UNUSUAL program schedue is the full page layout which appears Sunday mornings in the *Oregon Sunday Journal*, Portland, presenting KOIN's programs in a red-ruled chart. Sponsors' products are mentioned. At the bottom of the page is a page-width panel with promotion messages.

EVERYBODY WINS IN PORTLAND

Chevrolet Dealer's Quiz Show Booms Sales And Proves Goodwill Builder

PERSONALIZING the business of the sponsor, Arthur L. Fields Chevrolet Co., the weekly *Everybody Wins* quiz program heard on KOIN, Portland, Ore., for almost a year has attracted huge crowds to the sponsor's showrooms besides selling cars and trucks building goodwill for the firm. The program's advertising is directed chiefly to the sale of used cars and has resulted in more sales, faster turnover and lower inventory, at a cost lower than use of dominant classified used car advertising, according to the sponsor.

Everybody Wins is presented Friday evenings 7:30-8 in the Fields salesrooms, with Art Kirkham, KOIN feature announcer, as "Professor of Quizzyology". On each half-hour five contestants, usually representing some business or civic organization school or college, compete for 25 silver dollars offered for correct answers to five groups of questions. Contestants get a dollar for each question answered correctly. A recent program, minus all advertising, promoted the local Community Chest drive, of which Arthur L. Fields, president of the motor company, is head, and all the silver dollars were given to the Chest.

The program is regarded primarily as an investment in public relations, Mr. Fields has stated, pointing out that while used cars get most of the advertising attention, this department of the business is merely the vehicle for the promotion of goodwill. At program time cars are moved back from the display floor and chairs provided for the visual audience. The program frequently plays to SRO. Mac Wilkins & Cole Agency, Portland, handles the account.

Allens Take Over WBTM

WITH acquisition of 49% interest in WBTM, Danville, Va., by the Lynchburg Broadcasting Corp., licensee of WLVA, Lynchburg, Va., a change in management of the Danville station has been announced. Philip Allen becomes general manager of WBTM and James L. Howe, WLVA sales manager, after Jan. 1 will be resident manager at Danville. Ed and Philip Allen control WLVA. The Piedmont Broadcasting Corp., licensee of WBTM, formerly was controlled by L. N. Dibrell, local banker and tobacco dealer. A two-station hookup is contemplated after Jan. 1 with a combination discount rate to be offered for the two stations.

'Man of the Week'

FULTON LEWIS jr., commentator for Detrola radios over MBS and president of the Radio Correspondents Association in Washington, starts a new wrinkle Nov. 17 when he devotes his Friday night talks to a salute to "The Man of the Week" in public affairs. A committee of judges will select the man or woman of outstanding achievement in national affairs and public service, who will be discussed by Lewis, and a 1940 Detrola will be presented the subject each week.

Soap Firm Testing

LOS ANGELES SOAP Co., Los Angeles (Sierra Pine Toilet Soap), on Nov. 12 started sponsoring the weekly half-hour *Spelling Bee* with Tom Breneman as master-of-ceremonies, on KNX, Hollywood, in an eight-week test campaign. Firm is also continuing its thrice-weekly one-minute transcribed announcements on 8 California stations. Following the test campaign, in early January, the soap company plans to expand the weekly *Spelling Bee* to include 7 CBS Pacific stations.

Mutual Network Expands Cooperative Sponsorship Of Capital Commentators

EXPANSION of the cooperative sponsorship of programs featuring Washington news commentators on the Mutual Network is disclosed by the list of sponsors now placing. Fulton Lewis jr. early this month was taken under sponsorship by Detrola Radio Corp. over hookups of WOL, Washington; WOR, Newark; WGN, Chicago; WAAB, Boston; CKLW, Windsor - Detroit; KHJ, Los Angeles; KQV, Pittsburgh; KWK, St. Louis; WDGY, Minneapolis; WKRC, Cincinnati; KFRC, San Francisco; WRR, Dallas; WHK, Cleveland.

Mr. Lewis is heard five nights weekly but sponsored by Detrola three nights. He is available on the entire MBS network for local sponsorship, and is being sponsored over KFEL, Denver, by the American National Bank; WNBF, Binghamton, N. Y., by Fowler, Dick & Walker, department store; WGRC, New Albany, Ind., by Lincoln Bank & Trust Co.; WLAP, Lexington, Ky., by Falls City Brewing Co.; WMT, Cedar Rapids, Ia., by Oelwein Chemical Co., Oelwein, Ia. (mineral feeds).

The *Listen America* show featuring the *Washington Merry-Go-Round* team of Drew Pearson and Robert Allen, with Erno Rapee, Gracie Barrie, the *Tune Twisters* and Arthur Hale, is being sponsored by Pontiac Motor Co. over WOR, Newark; WCAE, Pittsburgh; WHK, Cleveland; CKLW, Windsor-Detroit. In addition its sponsors are Regal Shoes over WKRC, Cincinnati, and WOL, Washington; Booth Fisheries Corp. over WGN, Chicago; Jefferson Federal Savings & Loan Assn., over WGRC, New Albany, Ind.

Metropolitan Life Sues WHOM on Libel Count

LIBEL SUIT for $250,000 has been filed in U. S. District Court by Metropolitan Life Insurance Co., New York, against the New Jersey Broadcasting Corp., owner of WHOM, listing 10 causes of action, and alleging that during the period from January to August, 1939, programs libeling the company were broadcast 40 times weekly in Italian. Plaintiff claims it was charged with distributing "slanderous pamphlets", that the buying of its policies was cited "as a gamble" and that "it would be better to invest in stocks or lotteries".

Metropolitan, which is already involved in a number of libel suits against various stations and "insurance counselors", on Nov. 3 cancelled its daily quarter-hour programs of insurance advice by Edwin C. Hill, heard live on MBS and rebroadcast the following day on WNEW and WHN, New York. No reason for the cancellation was given by Young & Rubicam, New York, the agency, but it is understood to be due to the many libel suits resulting from the broadcasts.

DOUBLE-truck spread on Martin Block's *Make Believe Ballroom* program, well-known to New Yorkers as a series of daily musical recordings cooperatively sponsored, on WNEW, New York, will appear in the Dec. 12 issue of *Pic* Magazine, with pictures by Roland Harvey, staff photographer for the magazine.

District's Farm Loan Record Again Is Best
Land Bank Praises Agricultural Interests As First In Repayment, Last In Delinquency.
Taking first place in national farm loan repayments for the sixth consecutive year, officials of the Federal Land Bank of Louisville praised quality of the district's farms and the industry of their owners at a Brown Hotel meeting Mond
"Of the twelve districts in the
ountry the Louisville area em
acing Tennessee, Indiana
Kentucky ended th
INDIANA
OHIO
KENTUCKY
TENNESSEE

THAT there are great sales opportunities for your product in the rural areas of the WHAS market is pretty definitely proven by the fact that farm loan repayments in the Louisville district of the Federal Land Bank topped all other districts of the Nation, that the foreclosure and delinquency record of this district was the lowest in the Nation and the fact that the Louisville bank owns LESS farm land than any other district bank in the country.

AND DON'T FORGET . . . WHAS also delivers one of the most important INDUSTRIAL MARKETS in the Nation . . . Buy Power PLUS RECEPTIBILITY!

WHAS

50,000 Watts at 820 on the Dial

EDWARD PETRY & CO., National Representatives

(Basic CBS Outlet)

Owned and Operated by

The Courier-Journal THE LOUISVILLE TIMES

Market Research Extended by WLW

Permanent Offices in Dayton, Columbus and Indianapolis

APPOINTMENT of permanent representatives for WLW in Dayton, Columbus and Indianapolis to conduct continuous surveys in grocery and drug commodity groups was announced Nov. 8 by James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting.

Named to these posts were C. W. Fricke and Miss Adele Brooks, Dayton; J. J. Bauer, Columbus, and Lee Van Wurtz, for Indianapolis. The representatives will be assisted by trained staffs to circulate WLW questionnaires to grocery and drug retailers, wholesalers and consumers of products sold in these fields. Each key representative will oversee activities of investigators in his area, circulate questionnaires, contact retailers, jobbers and wholesalers, attend manufacturers' representatives meetings and retail drug and grocery association group meetings.

Regarded as one of the most ambitious market research ventures ever undertaken in radio, the project supplements active work in this field undertaken by WLW more than a year ago. Questionnaires of individual advertisers are not employed but the information gathered is sufficiently comprehensive to enable breakdown of comparative information for such advertisers.

Retailer Confidence

Mr. Shouse pointed out that the objective is to determine the promotional impetus being placed behind WLW advertised products at points of purchase and the relative status of competitive brands, thereby obtaining a picture of the strength or weakness of any given product and the problems to be dealt with in order to permit the station more readily to prove its effectiveness. It also is designed to create in the retailer a deeper feeling of confidence in the station as a cooperative selling medium and to bring to the retailer a fuller realization of the selling force behind products being advertised over the station.

"Such an objective cannot be reached by spasmodic, shot-in-the-dark efforts," Mr. Shouse commented. "Like every other foundation that is built to endure, the WLW plan is based on the day-in day-out fundamentally sound practices that, piled one on top of the other, will become a stronghold of selling strength, unshaken by fitful, competitive endeavors."

The plan, Mr. Shouse added, is based on creating a mutual understanding. Personal contact, he declared, is vitally important to its success, and as a consequence, key men were named in the three key cities. Cincinnati, he pointed out, is covered from the main office.

ALEX McKEE was elected president of the New York local of the American Federation of Radio Artists at a membership meeting held Nov. 2. Other officers elected include: Walter Preston, first vice-president; Bill Adams, second vice-president; Ben Grauer, third vice-president; Everett Clark, fourth vice-president; Betty Garde, fifth vice-president; Lucille Wall, recording secretary; Ned Weaver, treasurer.

COACHING WLW's new permanent market research representatives in Dayton, Columbus and Indianapolis, was the purpose of this dinner session called by James D. Shouse, vice-president of Crosley in charge of broadcasting. Seated (l to r) Miss Adele Brooks, Dayton; R. E. Dunville, WLW general sales manager; Mr. Shouse; William Oldham, sales promotion manager; Miss Buelah Strawway, director of merchandising. Standing, C. W. Fricke, Dayton; J. J. Bauer, Columbus; Richard Garner, sales service manager, and Lee Van Wurtz, Indianapolis.

Home Furnishings

WITH receipt of a toothbrush some weeks ago from WCHS, Charleston, W. Va., and more recently a can of tooth powder from KTSM, El Paso, Tex., agencies and advertisers over the country are waiting for some other station in a mouthwash-manufacturing center to complement the free supply of aural appurtenances. Following this line of passing out free samples of locally produced merchandise, WSJS, Winston-Salem, N. C., has distributed cellophane-wrapped hands of tobacco; WSM, Nashville, a miniature iron skillet, miniature cotton bale, pocket-size twist of tobacco and a 16-inch baseball bat.

Optimists Using Radio In Nationwide Campaign

RADIO will play an important part in the third annual "Optimist Week", to start Dec. 4 under auspices of the Optimist Clubs of the United States and Canada. Optimist International this year is making available two quarter-hour transcribed dramatizations, one a plea for greater interest in the plight of needy boys and the other an inspirational dialogue emphasizing the value of maintaining an optimistic outlook on life. Local clubs and radio stations also will be offered a recorded address by Thomas F. O'Keefe, Optimist Club president.

Last season about 180 stations carried records, talks or network programs relating to "Optimist Week" activities, which stress aid to needy boys. The honorary sponsoring committee includes well-known American humorists and comedians. Broadcasters Mutual Transcription Service, St. Louis, is handling all recording details. Headquarters of Optimist International is Railway Exchange Bldg., St. Louis.

AFTER standing by at the Capitol in Washington for three days to broadcast the results of the Senate vote on neutrality legislation, NBC Announcer Dorian St. George was actually on the air only 45 seconds with a flash on the vote.

Chain Break Ban For Band Remotes

Petrillo Policy Is Puzzling to Chicago Network Officials

BROADCASTING of commercial announcements between remote orchestra pickups is condemned by James C. Petrillo, president of the Chicago Federation of Musicians, in the November issue of *Intermezzo*, monthly magazine published by the CFM. "Following an intensive, four weeks checkup, covering morning, noon and night broadcasting in Chicago, it developed that a new situation had crept into radio broadcasting wherein remote control orchestras were involved", Mr. Petrillo wrote in the editorial.

"This checkup disclosed that immediately preceding and/or following pickups of well-known orchestras commercial announcements were being inserted. We found ourselves confronted with a situation wherein commercial advertising was inserted directly in between two sustaining pickups of orchestras whose regular places of employment were not the studios of the radio stations involved.

Networks Puzzled

"If this practice had been continued we would soon have been faced with a situation wherein employment of studio orchestras, and studio musicians in general, would cease in most radio stations. Why should sponsors employ orchestras for single engagements if they are able to use commercial announcements with remote control programs?

"Of course, we permit remote control orchestras, picked up in another jurisdiction, to be heard over Chicago stations, but we apply to these remotes the same rules we apply to remotes originating in the Chicago district. In other words, we do not permit commercial announcements to be made before, after, or in between remote orchestra broadcasts heard in the Chicago district, regardless of whether the programs being broadcast originate in Chicago or come in over the air from another city."

Officials of key network stations in Chicago told BROADCASTING that they were puzzled by the editorial, because they have been sold solidly through 10:30 p.m. after which time no chain break announcements are sold.

AFRA Executive Board Puts Closed Shop Clause Into Union Constitution

CONSTITUTIONAL amendment recently adopted by the national executive board of the American Federation of Radio Artists, forbidding members to work on programs using non-AFRA talent or for employers not enforcing the "AFRA shop", does not signify a new stand on the part of the union, but merely puts into words what has always been standard AFRA practice, according to AFRA headquarters in New York. Resolution, it was stated, was adopted so the union's constitution might contain an official definition of the term "AFRA shop". Full resolution follows:

"AFRA shop" or "union" defined. Members shall render services (1) only where all the actors, singers and announcers on the program or in the performance are members in good standing of AFRA and work under AFRA conditions and regulations, and (2) only for employers who enforce AFRA shop and who have agreed to abide by AFRA terms and conditions.

AFRA shop applies to recorded programs, as well as live broadcasts. Where a record or electrical transcription is broadcast all actors, singers and announcers who took part in the record or transcription as well as all actors, singers and announcers on such part of the program as may be live must be members of AFRA in good standing and work under AFRA conditions and regulations.

AFRA-Chicago Quiet

NEGOTIATIONS for contracts covering basic salaries of announcers are going forward between Chicago-AFRA and stations WGN, WMAQ, WENR and WCFL, but no contracts had been signed as BROADCASTING went to press. The union activity followed the release of WBBM announcers from their contract with the Chicago Federation of Musicians [BROADCASTING, Nov. 1], and the subsequent signing of WBBM announcers with AFRA. Nothing further has been done concerning arbitration of the AFRA code covering local commercial programs in Chicago and the stalemate continues [BROADCASTING, Oct. 1, Oct. 15, Nov. 1]. The broadcaster-agency committee continues to predict that AFRA will wait until 1941 when network contracts come up for renewal, at which time both local and network codes will be agreed on.

AFRA Coast Dickering

AN EFFORT to work out a basis to establish local and regional commercial rates was made Nov. 9 when AFRA negotiators met in Hollywood with a committee headed by Donald W. Thornburgh, CBS Pacific Coast vice-president; Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, and L. C. Frost, assistant to Don E. Gilman, NBC western division vice-president, and their respective attorneys. I. B. Kornblum, executive secretary and Laurence Bielenson, counsel, represented AFRA. Meeting centered around classifications of stations in the Los Angeles and San Francisco areas. Question discussed was whether a 5,000 watt station like KHJ and KECA, Los Angeles, should be placed in the same classification as a 50,000 watt outlet, such as KFI and KNX also in the Southern California area, and KPO in San Francisco. All are network stations. Further conferences between the two groups were found necessary to work out the plan.

RADIO
could have rallied help for the Alamo

The tiny band of brave Americans besieged in the Alamo in March, 1836, by Santa Anna and his 4,000 troops fought a hopeless battle. Shut off from the rest of the world, they perished because they had no means of communicating their plight to their fellow countrymen.

Today Radio would carry the news instantly, as it brought the world news of Europe's new cataclysm.

R.C.A. Communications provides radio communication to and from 43 countries and among leading cities of the United States. This great communications system has already played a stellar part in keeping the world enlightened about the present critical events in Europe.

The National Broadcasting Company, another service of the Radio Corporation of America, has thrown the resources of its two nation-wide networks into the cause of making and keeping America the "best informed nation in the world."

Discoveries made in RCA Laboratories are incorporated in equipment manufactured by the RCA Manufacturing Company so that America can have at its command the most advanced means of radio transmission and reception.

By helping to make radio great...RCA helps to increase the opportunities which radio can offer to all associated with it. It is good business to make radio a better business.

RCA

Radio Corporation of America
Radio City, New York

RCA Manufacturing Company, Inc.
National Broadcasting Company

Radiomarine Corporation of America
R.C.A. Communications, Inc.

RCA Laboratories
RCA Institutes, Inc.

Power Increases Ordered by FCC

Score of Stations Are Awarded Strengthened Facilities

IMPROVED facilities for more than a score of stations were authorized by the FCC the early part of November, including a 5,000-watt fulltime grant to WQXR, New York City, now operating on 1550 kc. with 1,000 watts; an increase to 1,000 watts night and 5,000 day on 880 kc. for WSUI, of the University of Iowa at Iowa City; a shift of KRRV, Sherman, Tex., to 1,000 watts fulltime on 880 kc. in lieu of its 250-watt daytime assignment on 1310 kc., and an increase in daytime power from 1,000 to 5,000 watts for KCMO, Kansas City.

In addition, the Commission reinstated its grant of a new local station on 1310 kc. in Herrin, Ill. to Orville W. Lyerla, local postmaster, denying without prejudice the applications of WEBQ, Harrisburg, Ill., and KFVS, Cape Girardeau, Mo.—the former seeking 1310 kc. and the latter seeking fulltime on 1210 kc. in lieu of time-sharing with WEBQ.

Plattsburg Denial

In another decision the Commission adopted a final order denying the application of WMFF, Plattsburg, N. Y., for 1,000 watts on 1240 kc. in lieu of its present 100 watts night and 250 day on 1310 kc. Fulltime instead of daytime was granted the new WSKB, McComb, Miss., using 100 watts on 1200 kc.

The Commission continued grants under its rule increasing local night powers to 250 watts. On Nov. 1, the following stations secured such assignments: KELD, El Dorado, Ark.; WLBJ, Bowling Green, Ky. (CP); KABC, San Antonio, Tex.; WOCB, Osterville, Mass. (CP); WLEU, Erie, Pa.; WHBY, Green Bay, Wis. (CP to move to Appleton, Wis.); KFXJ, Grand Junction, Col.; KROC, Rochester, Minn.; WLLH, Lowell, Mass.; WAPO, Chattanooga; WTJS, Jackson, Tenn.; WMBR, Jacksonville, Fla.

On Nov. 7 the following secured 250-watt night assignments, thus giving them 250 fulltime: WNBH, New Bedford, Mass.; WGBR, Goldsboro, N. C.; WGTM, Wilson, N. C.; WCNC, Elizabeth City, N. C.; WCOU, Lewiston, Me.; WMGA, Moultrie, Ga. (CP); KGLU, Safford, Ariz.; KHUB, Watsonville, Cal.; WPID, Petersburg, Va. (CP).

WBZ Breaks Ground

GROUND-BREAKING ceremonies for the new 50 kw. transmitter of WBZ, Boston, at Hull, Mass., were presided over Nov. 2 by Gov. Leverett Saltonstall. Other speakers included John A. Holman, general manager of WBZ-WBZA, who introduced the Governor, and Dwight A. Myer, plant manager representing Westinghouse E. & M. Co. Gov. Saltonstall broke the first ground at the transmitter site with an ancient Indian hoe, acquired for the occasion from Harvard's Peabody Museum, typical of those used by the Massachusetts tribe of Algonquin Indians in the 16th century. Entertainment during the ceremonies was furnished by Gene & Glenn, a staff orchestra and the chorus from the musical comedy "Nice Goin'," with Fred Cole as m.c.

FIVE weeks on a single station proved sufficient to convince Lance Inc., makers of a five-cent peanut butter cracker "Toastchee" that it should go network. On Nov. 7, after sales had skyrocketed through use of WBT, Charlotte, it began the same program, 10-10:30 p.m., over a five-station southern network, keyed from WBT and featuring Bob Sylvester's orchestra. Other stations are WJSV, Washington, WRVA, Richmond, WGST, Atlanta and WAPI, Birmingham. Here are Lincoln Dellar (left), WBT general manager, watching Cooper E. Taylor, sales manager of Lance, sign for 52 weeks, with Wilbur Edwards, of WBT, looking on.

RADIO CHRISTMAS CAMPAIGN

NAB Continues Drive to Increase Listening; Seeks Cooperation From Utilities

DESIGNED as a further move to increase radio listening, NAB announced Nov. 10 to its members a suggested plan for conducting "Radio Christmas" promotions on a country-wide scale, the third NAB-RMA all-industry promotion this year. Following up the increased listening motif set by "Radio Open House Week", held in April, and the *Curtain Raiser* program series heard during September and October, "Radio Christmas" is advanced as a means of improving potential reception through elimination of many old receivers as well as building goodwill and increasing listening for the industry as a whole.

In conjunction with the "Radio Christmas" idea, by which stations would encourage owners of old receivers to turn them into a headquarters in each community for reconditioning and distribution among underprivileged families, Arthur Stringer, of the NAB promotional staff, also has suggested that stations ask local electric utility companies to insert in December advertising and in a stuffer in monthly billings a plug for new or additional radio sets in each family as well as promotion of early morning and late evening programs. He pointed out that increased listening during these periods would materially increase the current load and result in increased return to the utility.

Others to Cooperate

Under the "Radio Christmas" plan, as outlined by the NAB, the stations, local servicemen and parts jobbers would cooperate in the collection and repair of the old sets, assisted by set distributors, welfare organizations and local newspapers. An outline of the suggested plan, as sent to NAB members, follows:

(a) Broadcast first announcement of "Radio Christmas" about Nov. 26, requesting listeners wishing to contribute an old radio set to telephone a central number.

(b) Names received via telephone distributed among servicemen, with proximity to serviceman's location as guide.

(c) Servicemen pick up sets from donors in person, thus gaining the contact with set owners they desire, at the same time collecting listening data valuable to broadcasters.

(d) Sets then picked up from various servicemen's stores and delivered to central location for repairs—either newspaper or jobber trucks to do this as part of their contribution.

(e) Establish repair headquarters in a prominent location, i.e., a vacant store building, identifying the location with signs and posters.

(f) Leave arrangement for handling of repair work to discretion of servicemen, explaining that a tried and proved way is for servicemen to volunteer so many hours per day for repairing the sets. Then the chairman of the group can arrange work in relays to insure activity at headquarters both afternoon and evening.

(g) Among the sets received a majority probably will be beyond repair, but many parts can be used to repair the better sets donated, thus making the parts jobbers' contribution of new parts relatively small.

(h) As sets are repaired stack them where they can be seen by the public. Complete all repair work by Dec. 20 at the latest, and immediately afterward have the organization which is to distribute the sets pick them up and start deliveries.

FCC to Request Funds For Monitor Equipment To Stop Illegal Stations

TO THWART operation of illegal shortwave stations and to prevent unneutral acts, the FCC at the next session of Congress will seek an appropriation of several hundred thousand dollars for new portable-mobile monitoring equipment capable of patrolling the ultra-high frequencies. Since the outbreak of hostilities abroad, it was learned, the FCC has been surveying the problem of policing the high frequencies and feels that its present monitoring equipment is inadequate.

The appropriation will be sought to modernize and expand monitoring services as well as to acquire a number of portable installations. At present the FCC has seven monitoring stations, the main one being at Grand Island, Neb. Others are located at Baltimore, Boston, Atlanta, New Orleans, the Great Lakes, San Diego and Portland.

Meanwhile the FCC, under the direction of Chairman James Lawrence Fly, is continuing its studies of movement of communications traffic to European nations, especially belligerent countries. Chairman Fly has discussed the situation with representatives of other Government departments since he assumed office last September. While no necessity has been found for official pronouncements on the communications services and on broadcasting since the war's advent, the effort of the Administration is to keep abreast of all developments in the event it becomes desirable to issue instructions to preserve neutrality. Several proposed drafts of neutrality proclamations on communications and broadcasting were made at the outbreak of hostilities and are in the hands of the State Department.

Sheldon Named Manager Of WESX, Salem, Mass.

VAN D. SHELDON, former actor and at one time in the sales department of WAAB, Boston, has been appointed manager of the new WESX, Salem, Mass., authorized for construction last July by the FCC. Announcement of the appointment of Mr. Sheldon, recently head of the Yankee Network Artists Bureau, was made by Charles W. Phelan, chief owner of the new station, which will go on the air Dec. 10 using 100 watts on 1200 kc. Mr. Phelan from 1927 to early 1939 was sales director of Yankee Network, having served as sales director of WNAC, WAAB, WEAN and WICC.

Other executive appointments announced by Mr. Phelan include Robert Taylor, Yankee Network sales promotion manager, a graduate of Yale and a former varsity football player, as commercial manager; Marjorie Warren Leadbetter, well-known New England radio artist, as program director, and Richard I. Hammond, formerly with WBZ-WBZA, Boston-Springfield, as chief engineer. Western Electric transmitting equipment is used throughout, along with a 190-foot Blaw-Knox radiator.

LEONARD A. VERSLUIS, onetime part owner of WJIM, Lansing, Mich., has applied to the FCC for a new 250-watt station on 1310 kc. in Grand Rapids, Mich.

What a time
—and what an audience!

SIX-THIRTY ayem is a swell time for advertising men to be sleeping, but more than that, it's an ideal time for one of their WCCO programs to be selling goods to Northwest listeners. A recent survey revealed that in this territory:

24.3% of the sets are turned on by (or at) 6:30 a. m.*

78.2% of these are tuned to WCCO*

No wonder local advertisers use so much early morning time on WCCO. They know these periods deliver terrifically large audiences in the Twin Cities and the Northwest per dollar invested.

And they know that in these periods WCCO has an audience more than twice as large as that of the next ranking station.

***LET US SEND YOU THE PROOF**

Write WCCO for a copy of the complete study, "Early Morning and Late Evening Listening Habits in the Northwest." Planned and conducted by Kenneth H. Baker, Professor of Psychology at the University of Minnesota, it is based on 4945 interviews with persons who have better than average incomes living within 200 miles of the Twin Cities. Interviews were obtained at the Minnesota State Fair, August 26th to September 4th. Write today for the most thorough survey ever made of listening habits during these periods in this territory.

WCCO **50,000 WATTS · CBS · MINNEAPOLIS-ST. PAUL**

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York Chicago · Detroit · St. Louis · Charlotte, North Carolina · Los Angeles · San Francisco

FCC Denies Plea of WINS Staff

Biow and Bulova Disclaim Any Association in Transfer

PETITIONS of employe representatives to intervene in the Nov. 27 hearing on the proposed license transfer of WINS, New York, from Hearst Radio Inc. to Metropolitan Broadcasting Corp. were denied by the FCC Nov. 3 by order of Commissioner T. A. M. Craven. The petitions, considered on the motions docket Nov. 3, had been entered by Robert L. Cotton, attorney in fact for 40 WINS employes, and Louis J. Kleinklaus and Paul Hale, president and secretary, respectively, of Broadcast Technicians & Engineers Union Local 913 of IBEW (AFL).

Acting under a power of attorney from 40 employes of WINS, Mr. Cotton alleged in his petition that the proposed sale of the station to Metropolitan Broadcasting Corp., which is headed by Milton Biow, New York advertising agency executive, was merely a subterfuge by which Arde Bulova, president of International Broadcasting Corp., would acquire the station and subsequently use it solely as a transmitter and not to originate programs. He declared also that in addition to the threatened unemployment of present WINS personnel, the transfer would tend to create a monopoly in the hands of Mr. Bulova.

Closed Shop Pact

The petition entered by the union officials, also alleging Mr. Bulova's intent to discontinue program operation of WINS, opposed the transfer on grounds that it would violate the station's existing contract with the union covering 10 employes of the WINS engineering department operating under a closed shop agreement. The petition reiterated the belief that Mr. Biow, operating through Metropolitan Broadcasting Corp., was acting in effect for the Bulova interests.

With the denial of these two petitions, the only ones entered in the proceeding by outside parties, appearances at the Nov. 27 hearing will be confined to representatives of the assignor and assignee—Hearst Radio Inc., by William A. Porter, and Metropolitan Broadcasting Corp., by Ben S. Fisher, Charles V. Wayland and John W. Kendall.

Both Mr. Biow and Mr. Bulova have disclaimed any joint association in the WINS transfer. They are associated, however, in the ownership of WNEW, New York, while Biow Co. is the advertising agency for the Bulova Watch account, large user of station-break time signal announcements.

Taught by Power

THAT "the country with the most and the highest-powered transmitters has control of the international radio circuits" and that "the United States is unquestionably that country," is the contention of Owen White, noted writer on contemporary affairs in an article on radio, titled "America Calling", in the Nov. 4 issue of *Collier's*. Mr. White, who is currently conducting a series of six programs on NBC on *Radio: The Voice of the World*, explains this American supremacy of the airwaves in his article with a descriptive visit to the foreign room of RCA Communications and the RCA central points of international communications at Rocky Point and Riverhead, Long Island.

EN ROUTE to KDKA's gala dedication with the group of 60 from New York on the Pittsburgher, was this trio (l to r), Walter C. Evans, manager of broadcasting for Westinghouse, KDKA licensee; Linnea Nelson, radio buyer, J. Walter Thompson Co., New York, and Francis Conrad, son of the famous Westinghouse engineer, who is time buyer for McCann-Erickson, New York.

Prophecies of Broadcasting in 1959 Made by Leaders of KDKA Celebration

A PEEK into radio as it may appear in 1959 was provided by a number of prominent national figures as KDKA, Pittsburgh, observed its 19th anniversary and sealed a Crystal Case of Tomorrow designed to be impervious to the elements.

Standing outdoors at the entrance to the new KDKA transmitter house, the Crystal Case contains predictions for the radio listeners of 1959 as conceived by President Lenox R. Lohr, of NBC; President George H. Bucher, of Westinghouse; Samuel Harden Church, president of Carnegie Institute; Bishop Hugh C. Boyle, of the Pittsburgh Diocese of the Roman Catholic Church; Dr. Solomon B. Freehof, rabbi of Rodef Shalom Congregation, Pittsburgh; Roy A. Hunt, president of Aluminum Co. of America; Henry A. Roemer, president of Pittsburgh Steel Co.; Cornelius D. Scully, Mayor of Pittsburgh; the Rev. Edwin J. van Etten, pastor of Calvary Episcopal Church, Pittsburgh; Dr. Edward R. Weidlein, director of Mellon Institute of Industrial Research, and H. S. Wherrett, president of Pittsburgh Plate Glass Co.

Lohr's Prediction

The Crystal Case, built by Pittsburgh Plate Glass Co. of document glass, is 4 feet long, 3 feet wide, 5½ inches deep. The glass consists of three layers, laminated, and does not transmit rays injurious to paper and inks. The case is sealed with the plastic used to seal edges of auto safety glass. It will be cemented into a niche in the wall of the transmitter house.

In looking into radio's future, President Lohr foresaw many changes in radio. "Technically, we may have accomplished many things," he said. "The ultra-high frequencies and microwaves will have been put to practical everyday use. Higher powered transmitters—say 500 kw.—may be accepted as standard for clear channel stations. These seem no more improbable than it did twenty years ago to allocate the then explored frequencies into such a system as exists today, or to take the jump from a few watts to fifty thousand watts.

"The improvement of program content and production need be limited only by man's mind and imagination, and his ability to gauge his fellowman's listening interest.

"As a social force, radio will have come fully into its own. Today, it feels its way cautiously, recognizing its own power to sway people to action, fearful lest that power be misused. Today's consciousness of responsibility is the forerunner of tomorrow's sure, forceful handling of that responsibility. It will not be surprising, when we open our time cabinet in 1959, if we find a world system of broadcasting, established somewhat like the international law of today—violated to be sure, but nevertheless standing as a beacon to guide the nations of the world into the harbor of peace and friendly relations.

"In 1959, when all of us here now, gather together again, God willing, to dedicate ourselves anew to a great public service, another thing is going to happen. Our business associates, our families, and our friends, who are unfortunate in being obliged to forego the occasion, will nevertheless participate. Across the miles to them will be carried, by television, the scenes which will be taking place here. They not only will hear, they will see what occurs.

"Today, television stands about where sound broadcasting stood twenty years ago—sure of a brilliant future, but uncertain of just how to accomplish it. What lies ahead of this latest radio child no man knows, but it is certain to be marching relentlessly forward into the homes and hearts of the world."

Mr. Bucher's Prophecy

President Bucher, of Westinghouse, predicted that the home of 1959 will be equipped with a radio receiver, a television receiver and probably an automatic news recorder which will supplement our newspapers and magazines with spot reporting of current events.

"This future home literally will be built around its electric power supply," he said. "It will be equipped with a number of control centers, from any one of which the homemaker can give her commands to appliances at work in the kitchen and laundry. For example, there is no reason why most of the preparation of a meal cannot be controlled remotely from any room in the house. Perhaps short wave radio may be utilized for this purpose, as well as for answering the door and receiving visitors by transmitting a greeting to them and unlocking the door.

"The time may come when we shall use shortwave radio frequency to cook our food. In fact, our research engineers have succeeded in cooking hams in a radio frequency field in 15 minutes as compared with four to six hours normally required to cook them with steam."

Mr. Church voiced the wish that the resources of science be confined to benevolent uses and that educational forces of the world be merged to permit the American idea of political equality to prevail through the earth. He saw in radio a potent weapon to aid in preserving peace.

Rev. Van Etten saw possibilities for religion in the arrival of television but said that radio cannot be a complete substitute for church attendance.

KDKA Celebrates

(*Continued from page 27*)

air conditioning method developed by Westinghouse, which utilizes air-cooled transmitter tube heat to heat the building, and an automatic tube-changing relay for use in failure of rectifier tubes.

The 718-foot antenna stands at an elevation of 1,200 feet. It is to be topped by a 60-foot tower with cross-arm aerial for high-frequency emanations and a rotating aviation beacon. Transfer of the antenna from the recent Saxonburg location to Pittsburgh brings greatly increased signal strength both for Pittsburgh and the outlying KDKA area, according to Walter C. Evans, manager of the Westinghouse radio division. The signal in Metropolitan Pittsburgh is described as eight times as powerful.

Insurer Expands

GUARANTY UNION LIFE INSURANCE Co., Beverly Hills, Cal., a consistent user of radio, is substantially increasing its 1939-40 appropriation and in a winter campaign now being planned will use between 50 and 75 news, commentary and other types of programs weekly on West Coast stations. Firm during the past season spent more than $25,000 on radio advertising. Current Los Angeles area campaign includes five quarter-hour newscasts daily on KGFJ, with a half-hour musical presentation Sunday; three daily newscasts on KRKD; four weekly commentaries on KMPC; from three to five weekly participations on KHJ, and Churchill Murray, the *Life Advisor*, five times weekly on KFI. Stodel Adv. Co., Los Angeles, has the account.

CALL letters assigned to the two newly authorized stations in Saginaw, Mich. [BROADCASTING, Nov. 1] are WMLG, Saginaw Broadcasting Co., and WHAL, Harold F. Gross and Edmund C. Shields.

THEY *Got* WHAT THEY WANTED!

• Oklahoma Tire & Supply Company put a selling job up to WKY in 1930. WKY responded by bringing men in to buy tires, batteries and other automotive accessories. They came, not only to Oklahoma City stores but to all sixteen stores located in towns throughout the state.

When those sixteen stores grew into eighty-three scattered over four states, another problem presented itself. Appliance departments had been added and the men are not the big buyers of radios, refrigerators, washing machines, ironers, ranges.

But WKY responded. WKY tailor made a show for women listeners. Oklahoma Tire & Supply Company put it on the air. Two other stations in the Oklahoma Tire & Supply Company service area adapted the pattern to their markets. The result: Today almost one-half of the company's annual business comes through its appliance departments.

The conception and production of this program is typical of WKY's sparkling program structure . . . designed to bring listeners the kind of entertainment they want, to deliver to advertisers the kind of results they demand.

OTASCO MERRYMAKERS, running Monday through Friday at 12:30 p. m., is written, directed and produced by WKY's staff . . . designed especially for WKY's listening audience.

WKY *Oklahoma City*

*NBC AFFILIATE * 900 KILOCYCLES*

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: * THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES * THE FARMER-STOCKMAN * MISTLETOE EXPRESS * KVOR, COLORADO SPRINGS KLZ, DENVER (*Under Affiliated Management*) * REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

XUM

FCC's Refusal of Intervention Brings Federal Suit by KTSA

"Unlimited Competition" Issue Raised in Suit; WLW Denied Supreme Court 500 kw. Action

FIRST court test of the recently instituted FCC policy of barring existing stations from participating in hearings involving new facility applications came Nov. 4 with filing of a suit in the Federal District Court in Washington by KTSA, San Antonio, against the seven members of the FCC. The San Antonio station, denied the right to participate in the hearing scheduled on the application of KMAC, San Antonio local seeking a regional assignment, asked the District of Columbia Federal Court to enjoin the FCC from holding the hearing until it was permitted to participate and offer evidence on economic grounds.

The attack on the FCC procedure came after more than a score of stations had been denied the right to intervene in hearings scheduled on pending applications along with requests for enlargement of the issues [BROADCASTING, Oct. 1, Oct. 15]. It also came coincident with filing of a petition for a writ of certiorari with the U. S. Supreme Court on Nov. 3, in which the FCC asks the highest tribunal to decide finally the "unlimited competition" question in which the FCC several times has been overturned by the U. S. Court of Appeals for the District of Columbia.

WLW Plea Denied

In another juridical dispute, the Supreme Court Nov. 6 wrote finis to the WLW quest for reinstatement of its 500,000 watt experimental power authorization when it denied the station's petition for a writ of certiorari. WLW had sought review of the decision of the appellate court which had sustained the FCC action reducing its output to the regular maximum of 50,000 watts. As is its custom, the Supreme Court did not assign reasons for its denial.

In seeking injunctive relief in the district court rather than the appellate court, KTSA brought out that under the statute it could not appeal the FCC's action on refusal to permit it to intervene to the statutory court. The hearing on the KMAC application had been scheduled for Nov. 14 but since has been indefinitely postponed, which presumably makes it unnecessary for the court to act on the KTSA plea for a preliminary injunction.

For KTSA, Attorneys Horace L. Lohnes and H. L. McCormick said KTSA had sought to intervene in the KMAC hearing, alleging that the competition entailed through increased facilities for KMAC would proved onerous. They brought out that Commissioner Payne, presiding on the Motions Docket on Oct. 2, denied the petition and that the FCC afterward sustained the action.

The court was told that KTSA, by virtue of continued public service and large investment, has a right to continue operation "without being competitively harassed and economically starved by having additional stations licensed to operate in the same community." It added that the community is not sufficiently large and the business and commercial activities not sufficiently numerous or strong enough to afford adequate support for another regional station.

The Court of Appeals, the suit added, already has held that one of the factors which must be considered by the Commission is the adverse effect resulting to existing licensees from the new or added competition of additional stations in the community. The same court, it was held, also has ruled that existing licensees have a sufficient economic interest in an application for a new competing station to entitle them to participate in the proceedings which may result in an adverse economic affect upon the existing station.

Finally, the court was asked by KTSA that the FCC be enjoined during the pendency of the litigation from conducting a hearing on the KMAC application "unless the plaintiff be permitted to participate in said hearing and offer evidence and cross-examine witnesses upon issues which will bear upon the need for additional services in the community, and the adverse economic affects upon KTSA, its sources of revenue and its programs and talent material." Under normal procedure, the FCC has 20 days in which to answer the complaint. In such proceedings, it is possible that a full hearing can occur before the court, with witnesses appearing for both sides.

Sanders Appeal

The FCC seeks adjudication of the competition issue in a petition filed with the Supreme Court in the so-called Sanders case involving an application for a new station in Dubuque, Iowa, protested by WKBB, Dubuque, on economic grounds [BROADCASTING, Nov. 1]. The petition bore the signatures of Robert H. Jackson, Solicitor General, and William J. Dempsey, FCC general counsel.

Pointing out that the court of appeals had reversed its decision granting the application of the *Telegraph-Herald* for the new station to operate on 1340 kc. with 500 watts daytime, the FCC said that the court was in error because it held that it had jurisdiction in the first instance. The lower court had ruled that the FCC should have made findings on the issue of economic injury and that its decision to grant the new station was arbitrary and capricious.

In pleading for a review, the FCC said the lower court opinion raised questions of large public importance and that its effect is to "confer upon a licensee the legal right to object to the construction of a competitive station on the ground that competition will lead to financial loss." At length Government counsel emphasized that the law does not give competing stations the right to object to construction of another station on competitive grounds. It held that competition is not only expected but is affirmatively to be enforced under the law and that this is "the very foundation of the radio broadcast industry under the Act.

WE WANT TO THANK THE GIMCRACK COMPANY FOR RELINQUISHING THEIR COWBOY PETE PROGRAM USUALLY HEARD AT THIS TIME, SO THAT WE MAY BRING YOU A TALK BY SENATOR AUGERBIT ON THE ECONOMIC FACTORS INVOLVED IN THE EUROPEAN WAR. LADIES AND GENTLEMEN SENATOR AUGERBIT

Webster in N. Y. Herald-Tribune

Competitive Control

"The Act confers no authority on the Commission to regulate the advertising prices, the financial affairs, or the business practices of radio broadcast stations. Instead, reliance is placed upon the competitive control which is expected to follow from the fact that advertising revenues will roughly be fixed by the ability of a station to attract and hold a listening audience. The distinction drawn by the court below between ordinary competition and that which will defeat the ability of the licensee to carry on is unwarranted. If competition is to be effective, it must always contain the threat, and must sometimes produce the result, of a destructive competition."

The petition for review is the third to be filed by the FCC during the current term of the court. The court already has granted the two previous petitions, in the so-called Pottsville and Heitmeyer cases, which involve allegations by the FCC of usurpation of its functions by the lower court.

Two new appeals from FCC decisions authorizing new local stations have been filed with the Court of Appeals. E. B. Sturdivant, former licensee of KUMA, Yuma, Oct. 30 appealed from the FCC decision granting the application of Yuma Broadcasting Co. for a new station on 1210 kc. with 100 watts night 250 watts day unlimited time, alleging that it jeopardizes his application for a new local on 1420 kc. C. E. Palmer, of Hot Springs, Ark., Oct. 31 appealed from the FCC decision granting the application of Clyde E. Wilson and Howard A. Shuman, for a new local station on 1310 kc. unlimited time in Hot Springs, holding that it prejudices his pending application for the same facilities.

MBS, CBS and NBC on Nov. 13 carried the first talk by Pope Pius XII since the outbreak of the European War, when he spoke from Vatican City in observance of the semi-centennial anniversary of the Catholic University of America.

FCC Disclaims Power In Contract Cancellation

THAT the FCC will not inject itself into affairs of stations in connection with refusal to accept commercial broadcasts on controversial issues, unless there are extenuating circumstances, was disclosed Nov. 7 when the Commission notified United Rubber Workers of America in Akron that it is without power under existing legislation to take any action against WJW, Akron, which previously had cancelled the union's *Voice of Labor* program. The cancellation was effected by Edythe Fern Melrose, WJW manager, on the basis of the provision of the NAB Code. Afterward, however, the union was permitted to complete its series, it is reported.

In a letter to S. H. Dalrymple, president of the union, responding to his protest against WJW in cancelling the contract, the FCC stated the adoption of the NAB Code does not in any way alter the duties and responsibilities of licensees of stations under existing law and rules and regulations of the Commission. It was added, however, that under the Communications Act, persons engaged in broadcasting shall not be deemed common carriers, and licensees of stations may "legally refuse to sell time to any particular individual or organization."

Allowed to Intervene

BREAKING precedent established several weeks ago, Commissioner T. A. M. Craven, presiding at the Motions Docket Nov. 10, authorized WOC, Davenport, Iowa, to intervene in the hearing on an application for a new station in Jacksonville, Ill. on the 1370 kc. channel now occupied by the Davenport station. Previous presiding commissioners on the Motions Docket, almost without exception, have denied intervention petitions. The Law Department recommended granting of the WOC petition, holding that the intervenor proposed to develop data which would tend to affirmatively assist the FCC in considering the application.

Jests Tests

JESTS Inc., maker of Antacid tablets, new aid to digestion, and subsidiary of Ex-Lax Inc., Brooklyn, on Oct. 24 started a 13-week campaign of spot announcements on three New York stations with plans to add more radio in the near future. The company is using eight to ten announcements weekly on WHN, WMCA and WNEW, New York, in addition to 15 spots weekly on *Milkman's Matinee* program on WNEW. Joseph Katz Co., New York, handles the account.

Benchley Series Ends

P. LORILLARD & Co., New York, on Nov. 14 discontinued *Melody & Madness*, weekly program on NBC-Blue, starring Robert Benchley and for the past several weeks Jimmy Durante. No substitute for the program is planned, according to Lennen & Mitchell, New York, the agency in charge. Mr. Benchley is making two radio guest appearances, on NBC's *Information Please* Nov. 21 and Nov. 25 on the CBS *Screen Guild* program, before returning to Hollywood to make a series of comedy shorts.

The Governor and his men

106 Business Men; Special Train; 4,000 Miles in 10 Days

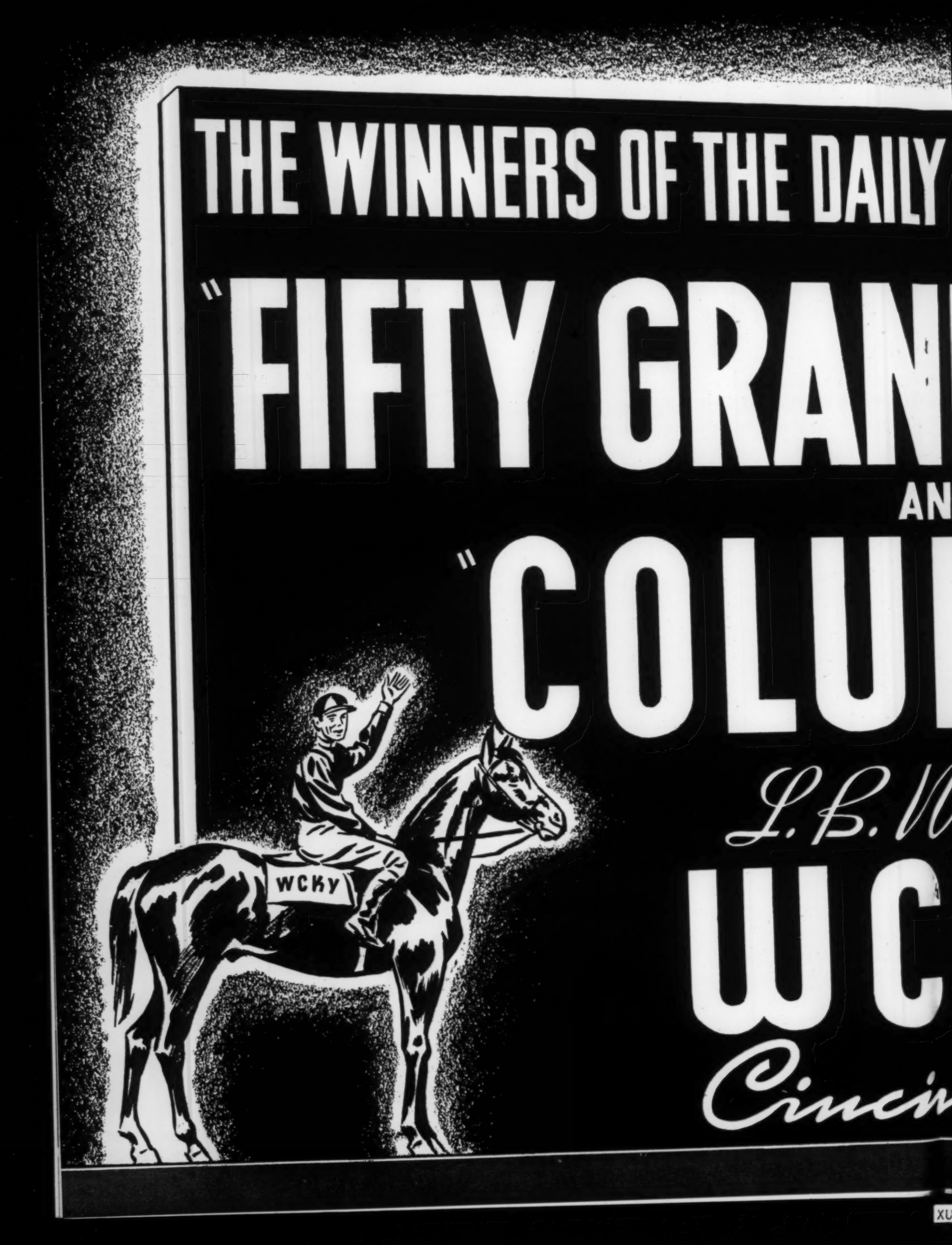
The Governor of Oklahoma recently headed a Tour of 106 business leaders throughout the South. In a special train starting from Tulsa they travelled 4,000 miles, studying industrial decentralization, chemurgic plants, freight and shipping centers, looking for an even greater opportunity for Oklahoma in the new order of things. KVOO was represented. This is the progressive state in which we live. These are the kind of people you reach when you use Oklahoma's Most Powerful Station, covering Oklahoma's richest market area. Within 75 miles radius of Tulsa live 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales. KVOO alone covers this area effectively and in addition has **primary coverage** counties in Kansas, Missouri and Arkansas.

☆

25,000 WATTS
BOTH N.B.C. NETWORKS
UNLIMITED TIME

★

Edward Petry and Co., Inc.
National Representatives


THE WINNERS OF THE DAILY
"FIFTY GRAN
AN
"COLU
L. B. W
WC
Cincin
WCKY

LY DOUBLE IN THE RADIO DERBY

ND IN WATTS"

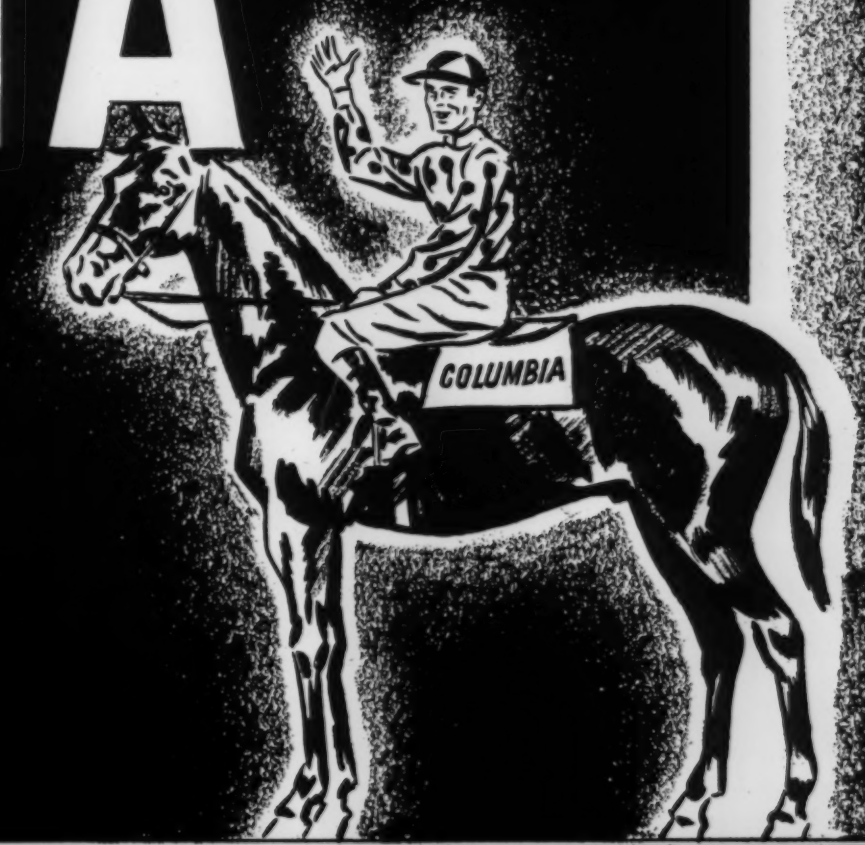
AND

MBIA"

Wilson

CKY

innati



XUM

Merchandising & Promotion

Network Offers—Split Buck—Santa Already—Banks—Missouri Analysis—Roadside Lights

DURING the first nine months of 1939, 180 direct advertising offers were made to the radio audience over the NBC networks, E. P. H. James, NBC sales promotion manager, told the New York Employing Printers Association at a recent meeting in New York, at which he spoke on "Printing and Direct Advertising" using broadcast advertising to illustrate some of his points. "At least 75% of these offers have some kind of printed material enclosed in package," Mr. James continued, "either advertising literature about the product or the program, or literature describing other articles which may be obtained by sending box tops."

Booklet offers were 25% to 30% of the total, the most popular novelty booklet being "Speaking for Myself on Life & Love," by Charlie McCarthy; "One Man's Family Looks at Life" from the *One Man's Family* program, and "High Spots of Death Valley Days" from *Death Valley Days* program. Of the games offered listeners, Mr. James mentioned the *Information Please* Game Book and the *True or False* Game Book.

* * *

Sales Presentation

NAB Bureau of Radio Advertising has released to NAB members copy and outline of a transcribed sales presentation successfully used by WTMJ, Milwaukee. The report, designed to aid other stations in building similar presentations to agencies and advertisers, is in loose-leaf folder form, with an outline analyzing the basic selling methods and presentation style employed by WTMJ.

* * *

White Space

FULL-PAGE paid advertisements, laid out and written as editorial copy, are run weekly in the *Baltimore News-Post* by WBAL, Baltimore, to promote each coming week's program schedule. In addition to pictures, personality stories and program times for network features heard on the station, copy also covers local chit-chat and schedules.

* * *

Food Show Exhibits

MORE THAN 200,000 persons attending the Southern California Food Show in Los Angeles Oct. 28 to Nov. 5, inclusive, saw a photographic montage of NBC and CBS personalities and facilities.

Mr. Smith and H. V.

THE KSFO, San Francisco, merchandising department recently arranged with the Orpheum Theater in San Francisco for the running of announcements on the screen indicating the time of H. V. Kaltenborn's daily broadcasts over CBS and KSFO, in connection with the showing of the motion picture, *Mr. Smith Goes to Washington.* The station also arranged for a marquee display of Kaltenborn stills. As a special promotion service, KSFO, San Francisco has a girl whose duty it is to phone executives of firms to inform them when broadcasts by CBS in which they may be interested will be released by KSFO.

* * *

Divided Dollar

BLUE FOLDER containing breakdowns of division of the advertising dollar between radio, magazines and newspapers, with a personal letter from William C. Gilespie, vice-president of KTUL, Tulsa, Okla., pasted on the cover was sent by special messenger to local advertisers by the station. The inside pages carry a graphic representation and figures on dispensation of the advertising dollar among the various media.

* * *

Columbus Paper

WBNS, Columbus, has just published the first issue of a bi-weekly merchandising "newspaper" designed to acquaint Central Ohio retailers with WBNS advertised products. Titled "1430 . . . This is WBNS, Columbus", the publication measures 7 inches x 8½ inches, is reproduced by offset process and attractively illustrated by Jim Yerian, WBNS promotion manager. 1,000 copies are mailed.

* * *

For Your Convenience

FILE-SIZE paper portfolio, with separate pockets for photographs and publicity releases, is being distributed to the trade press by Ruthrauff & Ryan, New York, to facilitate the handling of publicity for the *Big Sister* serial sponsored by Lever Bros. for Rinso on CBS.

Holiday Buildup

CHRISTMAS buildup for children of the Texas Panhandle has been started by KGNC, Amarillo, by sponsoring a personal appearance of Santa Claus at the station Nov. 6. Kids were invited, through a newspaper advertisement and accompanying news story, to visit Old Nick at the station and secure a "behavior chart" containing spaces for good and bad behavior marks and emphasizing the importance of good behavior around Christmas time.

* * *

Cake Bakers

NEW wrinkle in radio cooking school contests, credited to Howard Peterson, promotion manager of WOW, Omaha, worked out successfully at the recent Omaha Food Show. Under auspices of Nebraska Power Co., 24 women cake bakers were supplied with all ingredients and an individual electric roaster on the stage, and each baked a cake in full view of the Food Show audience. Winner received the roaster she used, in addition to other merchandise prizes.

* * *

Syracuse Food

TITLED "45 Hours 45 Minutes", WFBL, Syracuse, N. Y., has published an illustrated brochure containing pictures of radio stars appearing on WFBL programs advertising food products and a graphic representation of the schedules of the programs. The brochure, designed to emphasize the 45 hours and 45 minutes devoted to programs advertising food products each week on the station, has been sent to grocers of Central New York State.

* * *

Candy for Orphans

IN CONNECTION with National Candy Week, WWL, New Orleans, invited 100 New Orleans orphans to the University Room of the Roosevelt Hotel for a special one-hour show produced by the staff orchestra and entertainers, during which the kids stuffed themselves and their pockets with candy furnished by a local candy dealer.

* * *

How Clients Are Helped

SERIES of new promotional brochures has been prepared by WNAX, Yankton, S. D., to show clients what is being done to promote their shows. The hand-lettered brochures, which incorporate newspaper clippings, photographs and other pertinent promotion data, are large enough to hold a 16-inch transcription.

* * *

Can for Dimes

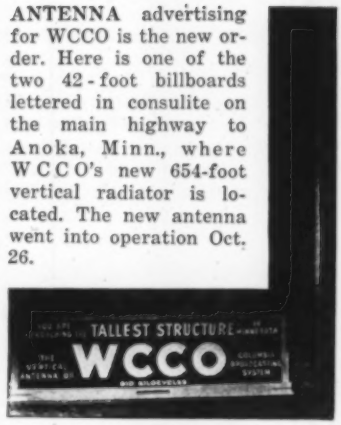
DIME BANK, in the shape of a Rival Dog Food can, is being used in direct-mail promotion by WEEI, Boston. The bank is sent through the mails unwrapped, and WEEI is mentioned only on the mailing tag.

* * *

Newspaper Spots

THE *San Francisco Call-Bulletin*, Hearst-owned evening paper, recently purchased a series of station break announcements on KPO as a circulation promotion stunt.

ANTENNA advertising for WCCO is the new order. Here is one of the two 42-foot billboards lettered in consulite on the main highway to Anoka, Minn., where WCCO's new 654-foot vertical radiator is located. The new antenna went into operation Oct. 26.



From Missouri

RESULTS of a survey of rural buying and listening habits in five counties of Central Missouri, conducted under direction of KFRU, Columbia, have been compiled in a 30-page letter-size mimeographed booklet. The study, augmenting a similar survey of urban communities in the same counties made in January, 1939, was conducted with the cooperation of individual county agents. A foreword brings out various pro-KFRU points indicated by the survey and makes the booklet a good station promotion vehicle.

* * *

Louisiana Ads

KWKH, Shreveport, La., is using 420-line advertisements in 49 daily and weekly newspapers within a 150-mile radius of Shreveport to promote its new 50,000 watt transmitter. "New, powerful, clear reception for the world's greatest radio shows" is featured in the advertisements, which call attention to the fact that the station serves all citizens throughout the territory and not just one city. Listeners are urged to visit the KWKH studios and transmitter plant.

BROCHURES

WGY, Schenectady: Red and white folder stating how retail sales for Wulf Bros., local clothing store, jumped 400% after WGY broadcasts.

KPO, San Francisco: Two-color direct mail piece explaining that "KPO predominates the Golden West in popularity surveys," with a dial-spinner showing results of recall and coincidental surveys and postcard polls.

WJSV, Washington: 14-page booklet about *Sun Dial* program and its conductor, "the singular Mr. Godfrey".

WTAG, Worcester, Mass.: Two-color brochure presenting data on a recent Hooper-Holmes radio survey of retailers in Worcester county.

KFEQ, St. Joseph, Mo.: Four-page color folder presenting coverage, sponsor and program data.

KSEI, Pocatello, Ida.: Illustrated color brochure with local market and agricultural data and a coverage map.

WIBW, Topeka, Kan.: Four-page covered brochure, "Kansas Declares War . . . With Plows . . . Not with Shells," promoting rural markets and carrying a business reply card for those wishing a copy of the Kansas radio survey conducted by Dr. H. B. Summers, of Kansas State College.

WIRE, Indianapolis: Brochure titled, "Indiana Madness", pushing sponsorship possibilities of basketball broadcasts, and featuring a "package price" for coverage of the state championship tournament.

A VISUAL audience of 30,000 assembled in Dallas' Cotton Bowl in mid-October for the *Mr. Dodge* quiz show, sponsored on KRLD, Dallas, by Alexander Motor Co., local Dodge distributors. The program, which usually attracts a studio audience of 1,500 to 2,000, provides cash awards to competitors for answers to questions plied by *Mr. Dodge* (Jim Crocker, of KRLD). When the sponsor announced that a new automobile would be given to one of the studio audience during the regular broadcast Oct. 17, arrangements had to be made for a larger spot for the program, and the Cotton Bowl was taken over. In addition to regular assistants on the program, more than 90 extra ushers and helpers were hired, and engineers worked several days making technical installations in the Bowl.

TRIPLE THREAT STATION...
TRIPLE COVERAGE...KNX delivers "all three" in Southern California: urban, suburban, and rural radio homes... the whole market... without adding one penny to your Los Angeles city budget.
TRIPLE LEADERSHIP...The peoples' choice by every competent survey; the dealers' choice (established by Crossley); the sponsors' choice (KNX leads all competitors in volume of business).
ANOTHER TRIPLE...For the first nine months of 1939—as for every month in 1938 and 1937—KNX was 'way out in front of all other Los Angeles network stations. Carrying 47% of all local and national spot business in this territory... 93% more than the second ranking station... 104% more than the third... 781% more than the fourth!
KNX should carry the ball for you in this rich Southern California market!
KNX
50,000 WATTS
CBS Station for Southern California
COLUMBIA SQUARE • LOS ANGELES
REPRESENTED BY RADIO SALES

SALES THRU THE AIR WITH THE GREATEST OF EASE!
9G CLIENTS
"...HE SAYS HE DOESN'T CARE IF IT'S THE 23RD OR THE 30TH -YOU RED NETWORK CLIENTS ARE ALWAYS CELEBRATING!"

...and gravy, too, for

Our clients' booth is full of "Contented Customers"—and they, as well as we, have something to be thankful for this Thanksgiving. Because their program ratings on NBC Red mean a *greater* nation-wide audience.

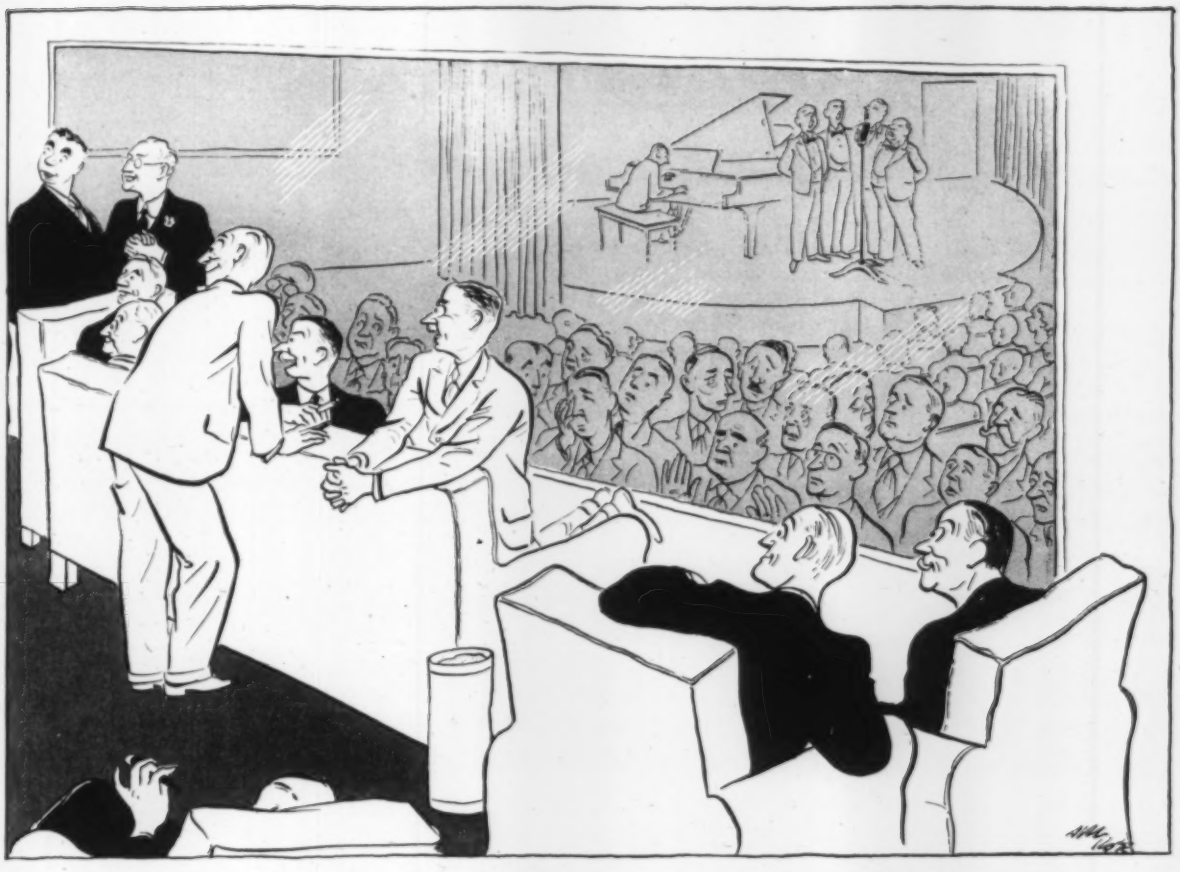
"Contented" indeed, are the clients of the NBC Red! Because their own sales figures demonstrate the truth of the amazing story revealed by a complete and unbiased circulation survey.

This survey did *more* than penetrate cities where large stations are situated . . . It *also* microscoped *every* city of 25,000 and more—PLUS *one out of every five* rural counties in the country!

"The Other Half" is Good News for You

The real news of so complete a study is the discovery of *what happens in "The Other Half" of the national radio audience* — the 51% of the country's radio owners never before surveyed—the families who have to "reach" for network programs! It is news that throws new light on the business of buying radio time. News—based on facts—that no forward-looking advertiser can afford to overlook.

Advertising men who have seen the results of this survey will tell you it's the first down-to-earth presentation of *why* and *how* radio works the way it does. It proves *why a C. A. B. rating on the Red means a greater nation-wide audience for a program than the same rating on another network!*



Red Network users!

It's a fascinating story that shows how millivolts and listening habits are converted into profitable sales via the Red Network. You'll see why 79 national advertisers last year invested more than $31,000,000 on this network—more money than was spent in any other single advertising medium in the world.

You'll understand why, with the majority of leading programs ever since network broadcasting began, the Red Network delivers a circulation bonus to all its advertisers. No wonder our clients' booth is always full of "Contented Customers"!

MONEY TALKS TURKEY!

1. In 1938, as in every year since network advertising began, more advertisers used the Red than any other network.
2. Of the 50 leading network advertisers, more of them have used—and more of them have invested *more money* in—the Red Network than any other.
3. If you count the 50 leading advertisers in magazines, newspapers and radio combined...or the 100 leaders... or the 150 leaders—you will find that all three groups invested the major portion of their 1938 radio appropriations in the NBC Red Network.
4. And, in the first ten months of 1939, advertisers invested $900,000 more in Red Network advertising than in any other medium.

NBC Red NETWORK

The network *most* people listen to *most*

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

BROADCASTING and Broadcast Advertising

Published by
BROADCASTING PUBLICATIONS, Inc.

Executive and Editorial Offices:
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
GATE TAYLOR, Advertising Manager

Subscription Price: $3.00 per year–15c a copy–Copyright, 1939, by Broadcasting Publications, Inc.
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
NORMAN R. GOLDMAN, Advertising Representative
NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Editorial ● MAURY LONG, Advertising
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● PAUL BRINES
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Networks & Ox-Goring

THE NETWORK situation is in another dither. Projected launching of Transcontinental as a fourth nationwide undertaking, the efforts of MBS to prevent a raid on its affiliates, and the FCC Network-Monopoly Committee's foray into the late-lamented World Series exclusive on MBS all converge to create a lively situation.

The Transcontinental effort, like past undertakings of the same nature, is rather confused at this writing. The law of averages is against its perfection any time soon. Yet it appears to have responsible backing, though fulfillment of its purpose apparently would mean serious curtailment of MBS' status as a nationwide entity. There is the report in agency circles that the new network would capitalize on the limitations imposed by the NAB Code and the major network policies, accepting controversial commentators on paid time and permitting longer commercials than allowed under the code. If that is so, then the project is ill-conceived. Its executives deny any such intent.

The present controversy is not without its irony. When MBS several years ago forged into the major network field, it directed its energies toward NBC-Blue, and is still doing it. At the FCC's network-monopoly inquiry, Mutual assailed exclusive contracts with the major networks and raised the World Series issue by alleging other networks dissuaded their affiliates from taking the series. Now MBS is in the position of defending its own exclusive contracts with certain of its stations against inroads of the projected Transcontinental.

In the midst of all this, the FCC Committee has reopened, on paper at least, its inquiry into network-affiliate relations. Its letter on the whys and wherefores of the World Series situation comes exactly a year after the inquiry began. It is estimated that, roughly, a half-million dollars of broadcasters' and tax payers' money was spent for that inquiry. Certainly the report should not be delayed unduly by reopening the record every time someone complains. Those matters can well be studied by the FCC itself on their own merits. After all, the broadcasting business moves swiftly (witness the new Transcontinental development) and it can well be that the report, if too long delayed, will deal with an antiquated and perhaps non-existent situation.

Certainly the Transcontinental project, if carried to fruition, will blast the theory of certain Government officers that the network field is bottled up.

Alphabet Soup

THE BROADCASTER'S role all too rapidly is becoming that of a collection agency. ASCAP, AFM, AFRA, NAPA, SESAC, IBEW, ACA and a fresh outcropping of alphabetical outfits are on the grab. They get their impetus from radio's recognized status as an easy mark, its pockets supposedly bulging with money. They follow a well-worn path first trod by ASCAP, and emulated so successfully by AFM.

The best example of labor's appraisal of broadcasting as an industry is reflected in the "demands" made by AFM the other day of IRNA and the networks. Two years ago, when AFM struck its first bargain by threatening an industrywide musicians' strike, it was because of unemployment in the ranks of its members—a condition for which the broadcasters were in no way responsible. The theatres, by virtue of the talkies, had thrown out their orchestras, and radio had helped absorb them.

But now it is all different. AFM, through its president, Joseph N. Weber, has informed the industry representatives that a $1,500,000 boost in the ante from network affiliates, and a doubled quota for network key stations, is demanded because of the increased volume of the industry revenue and because of concessions made by the industry to other labor groups. And, irrespective of those reasons, Mr. Weber observed that increased employment should be assured because radio's growth is due principally to the services of musicians!

Such cockeyed economic reasoning naturally has aroused industrywide resentment. The so-called settlement two years ago with AFM was obtained under pain of a threatened strike. Staff orchestras, generally, have flopped. Many stations have no need for them; others have found them unsalable, and yet others regard them so inferior that they are not permitted to perform on the air. It has worked out as a subsidy to relieve purported technological employment. Such a theory cannot survive.

It's the same old story. In unvarnished words, they take radio for a sucker. Because broadcasters have capitulated to the demands of others, these groups feel they can justify their own claims for tribute. No more untenable situation ever existed in any industry.

Since when did songwriters or horn-tooters or baton-wielders or actors or script-writers create broadcasting? Did they invest their money or contribute to the technical, social or economic development of the art? Quite the contrary. Radio opened new fields of employment for them. And the average wage paid by radio for employes right down the line, according to official statistics, is higher than that of any other industry.

For the first time the industry is prepared to meet ASCAP's latest thrust. It is building its own supply of music. It is calling a halt to arbitrary, high-handed, monopolistic tactics of that combine. Unless these other pandering groups, with nothing on their side but coercion and dire threats, take heed, they may find themselves confronted with similar moves by an industry united to preserve its freedom, integrity and right to earn a reasonable return on investment.

The broadcasting industry is willing to pay and pay well for its raw material and its personnel. But it cannot be bled white by paying forced tribute to all outside elements that come within range of its microphones.

Stop, Listen & Buy

TIME was (and not so far back at that) when practically all of radio's competitors questioned its ability to sell goods. Occasionally it was admitted that although people listened, they had acquired the faculty of "closing their ears" to the commercials. That isn't the case any more, for even the most ardent critics admit that radio has the country "by the ears".

It is only because 100,000 Hoosiers can't be wrong that we raise the issue again. A collossal survey—one of the first projects undertaken in cooperation with the Federal Radio Education Committee—is in its final stages at Indiana University Radio Workshop. Some 63,000 of the 100,000 individual "radio cases" have been analyzed.

The most significant disclosure—and the one about which greatest question has been raised—is that in Indiana they actually make a special effort to listen to the commercials. Of those interviewed 63% said so. And better than half (50.8%) regularly buy products because they are radio advertised. Radio ownership apparently is like owning shoes, because 92% of them had sets. And they listen, an average of 4.3 hours per day. It proves they stop, listen and buy.

We like the survey, not only for what it shows, but because of the comprehensive and complete fashion in which it was handled. Conducted without hint of bias or prejudice by a University under the auspices of a governmental agency, it is an example of commendable cooperation in a worthwhile field.

Selling Spot

THE NATIONAL campaign launched this month by Edward Petry & Co., pioneer exclusive station representatives, to sell spot, is worthy of notice. The firm does not promote its own list of stations, but undertakes to educate accounts on the virtues of the medium as a whole.

In so doing, the Petry company dovetails its promotional efforts with those undertaken a decade ago by World Broadcasting System, pioneer in spot via transcriptions. Against tremendous odds, and a "canned music" stigma that has now all but disappeared, WBS created an awareness of and an interest in the non-network medium. These efforts cannot help but inure to the benefit of the industry as a whole.

We Pay Our Respects To —

JACOB ROBERT POPPELE

WHEN radio was still very young, in its cocoon of pre-war research, Jacob Robert (Jack) Poppele started off on the first lap of a career which today has made him one of America's best-known radio engineers, as technical head of WOR.

Like so many other old-timers, he learned his ABC's of wireless as a pioneer "ham" pounding brass in Newark at a quench-gap spark transmitter which answered to the call of 2AEY. And once, in 1912, while minutely moving the "cat's whisker" across his galena detector, a strange and wonderful thing happened to Jack Poppele.

The diaphragms of his old-fashioned headphones began to throb softly with the tones of an orchestra, someplace, playing "Tipperary"! It was—for 1912—impossible. The young experimenter had never heard any other sound but the raucous chuckle of rough spark signals rasp in on his primitive receiver.

Curiously, he called out to see who in the household might be playing the phonograph. Then he opened a window and listened attentively to determine if the music came from a neighbor's home. Outside was silence. A worried query to the old *Modern Electronics*, pioneer among radio technical magazines, solved his dilemma. Actually, he learned, there was indeed a station that accomplished this incredible feat of sending music and voices by wireless.

It opened up quite a vista for Jack Poppele. Radio was his forte and he stuck with it through the long days of the war. He carried his brass pounding to sea as an operator on commercial vessels and in the Army transport service.

The technical history of WOR has been pretty much the history of Jack Poppele as well. He was the station's first engineer; today he heads its engineering staff of better than 60 persons. The record is an exemplary one in the annals of broadcasting, for he became associated with the infant WOR only four days prior to its debut on Feb. 22, 1922. The first 250-watter took to the etherways under his guidance from the roof of L. Bamberger's department store in Newark. It was a plaything, a promotional stunt for the store, rather than the birth of a giant corporation. But its growth has been a growth of wise planning, sprinkled with vision and a large helping of plain common sense.

Through successive power jumps, Poppele saw his charge attain in 1935 the status of the first commercial high-fidelity station with 50,000 watts. WOR's transmitter, on the salt flats of Carteret, N. J., is a mecca for engineers throughout the world who find in its phenomenal signal strength and precise operation ample proof of the fact that WOR has one of the most efficient engineering plants in the United States.

During his stewardship at the Newark station, now eastern key outlet for the Mutual network, Poppele has been instrumental in seeing that WOR consistently progresses a jump or so ahead of the rest of the pack. Facsimile and frequency modulation are among the fields in which WOR is licensed for experimentation. Application is pending for a television permit as well.

In 1936, after seeing WOR reach its 50,000-watt rating, Jack Poppele was elected to the board of directors and made secretary of the Bamberger Broadcasting Service, subsidiary of R. H. Macy & Co. and owner of the station.

Born Feb. 4, 1898, in Newark, he attended local schools, then studied electrical engineering at Newark Tech and Penn State before the World War launched him into radio as a life career. He ranks as a notable member of the Institute of Radio Engineers, on the engineering committee of the NAB, charter member of the Veteran Wireless Operators Assn., and is active in several clubs of northern New Jersey. He keeps his fund of knowledge on the alert constantly by making frequent appearances before technical bodies, engineering societies and other groups.

Tall, dark, lean and intense in his work, Jack Poppele rules his staff of crack technicians with the precision of a militarist, gearing them to the split-second necessities of modern network operation. In addition to his engineering prowess, he also possesses the mind of a business man with a far-sighted flair for the practical. An army of friends includes radio men all over this nation and in Europe as well, many of them turning to him for aid in the solution of broadcast problems.

Married, he lives in South Orange, N. J., with his wife and three children. When not spending most waking hours at WOR, he has an ardent interest in amateur photography.

Personal NOTES

HENRY A. BELLOWS, former Federal Radio Commissioner and a former vice-president of CBS, is ill at his home in Minneapolis. He is advertising consultant of General Mills. His condition is reported serious.

STANLEY N. SCHULTZ, program director of WLAW, Lawrence, Mass., has joined the new WCAR, Pontiac, Mich., as program director, and H. Harrison Flint has been promoted to program director of WLAW. Mr. Schultz is an honor graduate of Harvard and formerly was in charge of radio for the governmental agencies in New England. Mr. Flint's assistant at WLAW will be Mr. William Noble. The new WCAR will go into operation some time in December.

HILMAR BAUKHAGE, NBC news commentator, has been permanently assigned to NBC headquarters in Radio City. Before leaving Washington he was feted by members of the WRC-WMAL staff at a spaghetti supper at the home of Jimmy Seiler, of the WRC-WMAL sound effects department.

HUGH SMITH, formerly commercial manager of WAML, Laurel, Miss., has been named general manager, succeeding R. V. DeGruy, who has resigned to devote full time to his theatre interests. Billy Tracy, formerly of WGCM, Gulfport, and WFOR, Hattiesburg, has been named program director of WAML, and Granville Walter, new to radio, has been added to the announcing staff. Mr. Tracy on Oct 31 married Eloise Hosey.

HOWARD J. PERRY has resigned as commercial manager of WTAG, Worcester, Mass. No successor has been named. William T. Cavanagh has been appointed manager of the WTAG program department.

SID STROTZ, manager of NBC-Chicago, addressed the St. Louis Advertising Club Nov. 14 on "Radio Advertising". Mr. Strotz discussed the same subject before the Chicago Assn. of Commerce Nov. 9.

HARRY SEDGWICK, managing director of CFRB, Toronto, and president of the Canadian Assn. of Broadcasters, has been appointed chairman of the Radio Committee of the Canadian Red Cross. Assisting him is E. L. Bushnell, general supervisor of programs of Canadian Broadcasting Corp., Toronto.

COL. HARRY C. WILDER, president of WSYR, Syracuse, N. Y., entertained Chicago agency and advertising men at a cocktail party Nov. 2 in the Palmer House.

E. PAUL HAMILTON, at one time manager of WOR, Newark, and recently with Calvert Distillers Corp., has been named director of a newly created department of merchandising of Carstairs Bros. Distilling Co. Mr. Hamilton will supervise Carstairs activities, sales promotion, publicity and trade and consumer relations.

ARTHUR W. SCHARFELD, Washington attorney, and Mrs. Scharfeld Nov. 11 became the parents of their first child, a six pound eight ounce daughter, born at Columbia Hospital, Washington.

BOB (Oscar) REICHENBACH, formerly of the CBS Hollywood sales promotion department, has joined KMOX, St. Louis, as sales promotion manager.

PHIL GRIFFITH, formerly of KGNC, Amarillo, and KGKO, Fort Worth, has joined the sales department of KOMA, Oklahoma City, succeeding Bill Salathe, who has returned to KTSA, San Antonio.

MALCOLM NEILL, CBC assistant station relations supervisor, and son of J. S. Neill, owner of CFNB, Fredricton, N. B., on Oct. 28 married Norah Hicks, formerly of the CBC Toronto commercial department, at Toronto.

FRED REINHARDT, formerly of the announcing staff of WJBL, Decatur, Ill., has joined the sales staff of WHBF, Rock Island.

MILTON LAUGHLIN, manager of WHAT, Philadelphia, is the father of a boy born recently.

SAM AGNEW, formerly of WKRC, Cincinnati, has joined the sales staff of WSAI, Cincinnati.

KEMPER WILKINS, formerly in advertising in Omaha, has joined the sales staff of KGFW, Kearney, Neb.

JAMES A. MOUNT has joined the sales staff of KGW, Portland, Ore.

KEN BROWN, of the sales staff of KVOO, Tulsa, is the father of a girl born recently.

HAL RORKE, CBS Pacific Coast publicity director, and Mrs. Millie Sims, assistant auditor of the network in Hollywood, were married at Las Vegas, Nev., Nov. 4.

J. C. MORGAN, formerly program manager of KSFO, San Francisco, has left the station to establish a radio department for the Samuel Gompers Trade School in San Francisco.

WILBUR EICHELBERG, sales manager of Don Lee Broadcasting System, Los Angeles, is recovering from an appendicitis operation.

CARL NISSEN, formerly sales manager of KNX, Hollywood, has joined the sales staff of KROW, Oakland, Cal.

WILLIAM E. MacDONALD, program director of KFNF, Shenandoah, Ia., for the last 10 years, has been named manager of that station.

LES MAWHINNEY, one time KNX, Hollywood, news bureau manager and a veteran radio publicist, has been named manager of KYCA, new station at Prescott, Ariz., which starts operation Dec. 15.

FR. WALLACE A. BURKE, manager of WEW, St. Louis, who has been seriously ill since last July, was reported recovering in mid-November. He has not yet been released from the hospital, however.

FRANK KEEGAN and Roy Bacus have been added to the sales staff of KGKO, Fort Worth, Tex.

HALSEY BARRETT, formerly of the sales promotion department of WOR, Newark, on Nov. 13 joined WNEW, New York, as sales promotion manager.

There is alwa

In any field of endeavor the contenders, while starting abreast, soon stretch out into single file.

In the field of transcriptions, World—long the leader—made a great forward stride five years ago with the introduction of the *Vertical-Cut* Wide Range recording method. *Vertical* recording as against *lateral* recording was the point of distinction between the World method and the others.

This theory of electrical recording was in itself the achievement of a leader—the Bell Telephone Laboratories, the pioneer in the science of sound transmission ever since the invention of the telephone. The distinguished Bell scientists, working with the Western Electric Company, Electrical Research Pr
Broadcasting System, made av
an amazingly life-like quality
recorded music and programs.

Since the advent of the Wo
systems and innovations have co
product has continuously stren
based on the constant flow of
provements emanating from t
ries, the fountainhead of all so

Every important radio statio
in foreign lands have gone to t

WORLD BROADCA

NEW YORK • CHICAGO • LOS ANGELES

vays a Leader

arch Products, Inc., and World
made available for radio stations
qualty never before attained in
ograns.

the World *vertical* method many
s have come and gone. But World's
sly strengthened its leadership . . .
flow of new discoveries and im-
from the famous Bell Laborato-
of all sound research.

o station in the country and many
one to the expense of adding spe-
cial reproducing equipment for the sole purpose of reproducing World recordings. Engineers of these same stations have expressed a 9-to-1 preference for *vertical* over *lateral* quality.

The most important advertisers and agencies have long since convinced themselves of World leadership in quality and have used World recordings year in and year out in presenting their programs to the public.

These advertisers and agencies, together with the technical and talent personnel of the radio world, recognize this fact . . . *the most nearly perfect thing in recorded sound is a World Vertical-Cut Wide Range transcription.*

CASTING SYSTEM

ELES • SAN FRANCISCO • WASHINGTON

BEHIND the MIKE

NEIL SEARLES, formerly of WEMP, Milwaukee, has joined the announcing staff of WOWO-WGL, Fort Wayne, Ind., along with Jay Gould, formerly of WKZO, Kalamazoo, and WELL, Battle Creek, Mich., and Robert Ebert, of WPAR, Parkersburg, W. Va., and WLBC, Muncie, Ind. Eldon Campbell has been named head of the WOWO-WGL special events department, and Jack O'Mara has taken over publicity.

JERRY HOEKSTRA, director of the public affairs department of KMOX, St. Louis, has returned to work after a three-week illness from a streptococci infection. Don Phillips, KMOX announcer, also has returned after three weeks in the hospital recovering from injuries received in an automobile accident.

WILLIAM GLADDEN, formerly of KFNF, Shenandoah, Ia., has joined the announcing staff of the new WCAR, Pontiac, Mich.

CARL KENT, formerly of WADC, Akron, O., has joined the announcing staff of WGKV, Charleston, W. Va.

PETER STEELE, formerly script writer, production man and television researcher with CBS, has joined the continuity department of WOR, Newark, as assistant writer and editor of scripts.

WALTER PATTERSON, formerly associated with Wheeling Steel Corp., Wheeling, W. Va., as producer of *The Musical Steelmakers*, has joined WING, Dayton, O., as program and production director.

WILLIAM CROKER, formerly of the publicity staff of WGN, Chicago, has joined WBEO, Marquette, Mich., as program director. Francis Coughlin, WGN continuity writer, is the father of a boy born recently.

DICK CRANE, announcer of KGKO, Fort Worth, is the father of a girl born Oct. 31.

DOROTHEA CONN has joined the continuity staff of WBT, Charlotte, N. C.

ART BERG, former guide captain at NBC-Chicago, has joined Carl Wester & Co., Chicago program firm. Paul E. Millen succeeds Berg as day captain of NBC guides.

EUGENE EUBANKS, of the production department of NBC-Chicago, has resigned to free lance.

HAROLD SAFFORD, program director of WLS, Chicago, addressed the women's clubs of Algonquin, Ill., Nov. 1 on "Behind the Scenes in Radio". Mr. Safford turned the talk into a demonstration of program production, drafting actors from the 200 women in the audience for impromptu performances in a skit written by Frank Baker, WLS continuity head. The drama was recorded and played back to the club women.

BRAD WILLIAMS, announcer and newscaster of WAAF, Chicago, has resigned to enter active duty in the U. S. Navy. Mr. Williams is a lieutenant in the U. S. Naval Reserve.

MARION McCLOSKEY, formerly secretary to Paul Beville, sales manager of WWL, New Orleans, recently was married to Martin Macdiarmid. She is succeeded at the station by Alice Robert.

CATHERINE HABULIN, formerly secretary to Worthington C. Lent, NBC director of research and development in Washington, on Nov. 4 was married to Lieut. Reed Cundiff, U.S.N. They will live in San Diego, Cal.

Yankee Names Britt

JIMMY BRITT, well-known sports and special events announcer, has been appointed director of the sports reporting staff of Yankee and Colonial networks, according to announcement by John Shepard 3d, Yankee Network president. In his new post, which he will assume Jan. 1, Britt will handle the play-by-play accounts of the home games of the Boston Red Sox and Boston Bees during the 1940 season. His 1939 sports reporting schedule includes the Harvard-Penn and Harvard-Yale games for NBC.

Mr. Britt

DICK MACK, J. Walter Thompson Co., Hollywood, writer of the Edgar Bergen-Charlie McCarthy material on the NBC *Chase & Sanborn Hour*, has joined the writing staff of Universal Studios. He is working on the film scripts of *Charlie McCarthy, Detective*.

TOMMY THOMAS, program director of KIRO, Seattle, and Helen Flaten, formerly his secretary, were married recently.

GRADY RAPIER, KOY, Phoenix, announcer and Mavis Green, traffic manager of the Arizona Network, have announced their engagement, and coming marriage New Year's Eve.

MARLENE AYRES, writer-announcer and singer of KOY, Phoenix, has been appointed radio publicity manager of the Maricopa County Red Cross Chapter of Arizona.

JIMMY WALLINGTON, Hollywood announcer of the CBS *Texaco Star Theatre*, sponsored by Texas Co., is recovering from a fractured upper jaw and gashed left eyeball received recently when he was hurled against a rear door as the driver of his car swerved to avoid another machine.

ELAINE STERN CARRINGTON, script writer of the serial program *When a Girl Marries*, sponsored on CBS by Prudential Insurance Co. of America, is the author of "All Things Considered," a volume of 10 short stories, recently published by Julian Messner, New York.

DAVE HENLEY has been promoted to production manager of WDAY, Fargo. Bob Dobbin, formerly of KFJB, Marshalltown, Ia., has joined the WDAY continuity department, and Don Elder the announcing staff as sports director.

LOREN P. WATSON Jr., formerly with WNEW, New York, and WFAS, White Plains, N. Y., has been appointed continuity director of WNBX, Springfield, Vt.

RIKEL KENT, of the production staff of WLW, Cincinnati, has resigned to join the production staff of Knox Reeves Adv. Agency in New York, producing shows for General Mills.

WILLIAM BODDIE, formerly assistant program director of WCSC, Charleston, S. C., has resigned to head the publicity department of Charleston's Dock Street Theatre. Gladys Sage, of the dramatic staff, succeeds him.

SELDEN R. PALMER, announcer of KTRB, Modesto, Cal., is the father of a girl born recently.

CHARLES GILCHREST, former radio editor of the *Chicago Daily News* and former writer for Blackett-Sample-Hummert, who is now public relations director of WBZ-WBZA, Boston-Springfield, has revived his radio gossip series *Stardust* over those stations.

ANTHONY MARVIN, formerly of WNYC, New York, has joined the CBS announcing staff in New York.

Without Bias

LUKE WALTON, sports announcer of WIBC, Indianapolis, indulged in some intricate microphone gymnastics during his broadcast of the recent Purdue-Iowa game. Walton announced one game on two different mikes, over two different stations (WIBC and WBOW, Terre Haute), with two different sponsors, giving two different station breaks at lulls in the game. He achieved the feat by handing the "outcast" mike to a description man nearby when his chatter was to be exclusive for one or the other station.

JAMES KANE, with the public relations department of CBS, New York, for the last seven years, has been named publicity director of CBS-Chicago. Frank Rand, formerly publicity director of CBS-Chicago, will remain as Mr. Kane's assistant, according to Louis Ruppel, CBS public relations director.

BOB PROVAN, announcer of WDRC, Hartford, has returned to work after an appendectomy.

JAMES McCLAIN, assistant production of Texas State Network, is the father of a 9 pound 11 ounce baby girl.

DOROTHY MILLER, for the last three years secretary of the Chicago office of WOR, has resigned to join the staff of Los Cerros ranch, near Tucson, Ariz. Joan Nelson has been named secretary to Harold Higgins, manager of WOR, Chicago, to replace Miss Miller.

Meet the LADIES

GEORGIA DAVIDSON

ATTRACTIVE, vivacious, talented —that's Georgia Davidson, program director of WKBN, Youngstown, O. While still in her teens, Miss Davidson became vitally interested in dramatics and decided that radio offered the best opportunity. She spent several years in radio dramatic work and became well known for her outstanding presentations. She came to WKBN in October, 1935, and a year later was appointed program director. However, she has not lost her love for dramatics and is still active along this line as director of the WKBN Players. Miss Davidson spends her spare time writing poetry. She is frequently heard on WKBN reading from her scrapbook of favorite poems.

JOSEF CHERNIAVSKY, musical director of WLW, Cincinnati, has written the music and Arthur Yasgur, young Buffalo musician, the lyrics for the new song, "You're First on Second Avenue", published recently by M. Baron Inc. Cherniavsky's last published song, "Strange", used as a theme on his recent *My Lucky Break* series, was introduced early this year by Rudy Valle. Another composition, "If You Were Set to Music", is heard as the theme on *Marathon Melodies*, fed by WLW to NBC Fridays at 10:30 p.m.

WALTER KNOBELOCH, at one time program director of WFBC, Greenville, S. C., has been named public relations director of WOL, Washington. Anne Moehler, new to radio, has been named receptionist at WOL, succeeding Catherine Casey, who has been transferred to the program department. Ted Dunlap, formerly apprentice announcer, has been promoted to a full-time assignment.

JOE HOLLIDAY, Toronto newspaperman and publicist, has been named public relations representative for Rex Frost, commentator of CFRB, Toronto.

NOBLE NASH, conductor of the *Down Memory Lane series* on WCBS, Springfield, Ill., has compiled a book of poetry and philosophy used on his nightly broadcasts, which is distributed to listeners on request.

WOODROW HATTIC, agricultural broadcast director of WWL, New Orleans, recently participated in the *Columbia's Country Journal* broadcast from the Louisiana State Fair in Shreveport, La. Charles Stookey, CBS agricultural director, and B. G. Robinson of KWKH, Shreveport, directed the broadcast.

LARRY ROLLER, educational director of WHK-WCLE, Cleveland, has resigned as of Nov. 15 to join the Cleveland Automobile Club as director of the Club's radio activities.

BOB COLBY, formerly junior announcer of NBC and previously of WGNY, Newburgh, N. Y., has joined the announcing staff of WHN, New York.

JOHN OLSON, announcer of WTMJ, Milwaukee, recently married Mildred Powers, of Plover, Wis.

LATHROP MACK, who has recently been editing and writing copy for NBC news broadcasts and formerly an AP writer, has been named sports editor of NBC to supervise all commercial and sustaining sports programs on which scripts are used. Mr. Mack also will assist A. A. Schechter, NBC director of special events, in arranging sports events for broadcast.

A. A. SCHECHTER, NBC director of news and special events, was to address the luncheon meeting of the Advertising Club of Baltimore on "Radio Covers the War" on Nov. 15. WBAL, Baltimore, planned to record the talk at the meeting and rebroadcast it later the same day.

RICHARD JANAVER, former actor on the legitimate stage and on network programs, has joined WQXR, New York, to handle announcing and production assignments. Lillian V. Corsover, former assistant to the national director of the Federal Radio Theatre, has joined the program department to assist in creating and producing commercial programs.

RONALD DAWSON, who recently joined WFVA, Fredericksburg, Va., has been named promotion manager.

ALBERT BERTHA, formerly of the *Hastings* (Neb.) *Morning Spotlight*, has joined the news department of WDGY, Minneapolis, succeeding Marlo Wynn, who transferred to Dallas.

JOHN C. SHAFER, special events director of WKY, Oklahoma City, on Nov. 26 is to marry Jettabee Ann Hopkins, author, producer and star of *Adopted Daughter*, transcribed serial sponsored on 16 stations by J. C. Penney Co.

BUD SHERMAN, announcer of WBAP, Fort Worth, is recovering from an appendectomy.

"BIG ~~LITTLE~~ BOY BLUE COME BLOW YOUR HORN"

IT'S KECA'S TENTH ANNIVERSARY, BUT YOU GET THE PRESENTS

TO BLUE RIBBONS ON EVERY CONTRACT

HERE THEY ARE!

1. New choice location on the heavy traffic end of Southern California's radio dial (780 kc).
2. Increased primary coverage, now reaching 97.2% of all homes in the 7 Southern California counties.
3. Multiplied signal strength since August 1 . . . 5 to 10 times as strong in better residential areas.
4. By taking over KEHE's frequency and transmitter thousands of new listeners were added to KECA's already established following.
5. August time sales were 400% greater than preceding six months' average. September up 75% over August . . . and gains continue!
6. KECA will bring to Southern California listeners the greatest line-up in history of Blue Network programs for the fall of 1939.
7. Lowest time cost of any major network station in Southern California. (Compare the rates.)
8. KECA carries more local department store sponsored 15-minute periods per week than any other major network station in Los Angeles.
9. If your selling problems are "different" KECA will solve them in the billion dollar Southern California market.
10. Although increased coverage and added audience warrants an increase in rates, old rates are still in effect . . . *but better sign today with KECA!*

780 KC
5000 WATTS DAYTIME
1000 WATTS NIGHT
OPERATED FULL TIME

NBC
KECA
BLUE NETWORK

Earle C. Anthony, Inc.

KFI • LOS ANGELES • KECA

★

FREE & PETERS, INC.

KECA National Sales Representative

KAY BARR, formerly publicity director of KDKA, Pittsburgh, has joined the NBC network traffic department in New York.

ROBERT McGINNIS, of the guest relations staff of NBC-Chicago, has joined the announcing staff of KARM, Fresno, Cal. Charles Whipple, former NBC page boy, has joined the announcing staff of WDAN, Danville, Ill. McGinnis and Whipple are graduates of the announcing school conducted by Lynn Brandt, of NBC-Chicago. During the last 15 months, 10 of the graduates have found announcing jobs with other stations.

DON CARNEY, conductor of children's programs as *Uncle Don* on WOR, Newark, was honor guest of the day at the Thanksgiving festival held Nov. 8 by the Circus Saints & Sinners at the Hotel Astor, New York.

ELIZABETH HART, announcer of NBC-Chicago, chipped a bone of her right elbow when she fell Nov. 6, but is continuing her announcing duties, wearing her arm in a sling.

LEE COOLEY, KHJ, Los Angeles, announcer, has been appointed co-producer with Thomas Conrad Sawyer of television station W6XAO, that city, also operated by Don Lee Broadcasting System.

MABEL LOVE, director of *Women's Service Club* on WPEN, Philadelphia, has been named editor of a new bi-monthly woman's magazine, *Milady Fair*, to be published by Roy Silver and distributed through the Food Fair Stores starting early in January.

BEN HARKINS, program manager of KFRC, San Francisco, is the father of a girl born Nov. 1.

FRANK WELTMER has been named commentator on the late afternoon news broadcasts over the Arizona Network, originating from KOY, Phoenix. Joe Dana, chief announcer, handles the early morning and noon newscasts.

JACK WATTS, formerly of WJW, Akron, and Joe Wilson, of WRJN, Racine, Wis., have joined the announcing staff of WHBC, Canton, O.

RICHARD VAIL, formerly of KMJ, Fresno, Cal., has joined the announcing staff of KPO-KGO, San Francisco.

BERT LANE, of the announcing staff of KMBC, Kansas City, has been appointed assistant program director of the station.

BILL DOUGHERTY, formerly of WTBO, Cumberland, Md., has joined the announcing staff of WCPO, Cincinnati.

DARRELL DONNELL, formerly radio editor of the *San Francisco Examiner* and newscaster on various stations, has been added to the news staff of KYA, San Francisco.

FRANK SHINN, NBC guide, has been transferred to the production division of the program department, replacing Frank Dodge, recently named junior production director.

JAMES HARPER, formerly radio editor of the *Los Angeles Daily News*, has joined the Hollywood staff of Radio Features Service.

BOB WHITE, chief announcer of WBZ-WBZA, Boston-Springfield, has been named night manager of the stations, with Keyes Perrin, announcer, as assistant.

LOUISE DAVIES has joined the announcing staff of KPAC, Port Arthur, Tex.

RAY FERRIS, head of the music department of WLS, Chicago, recently published his song "Down the Lane of Memories" through M. M. Cole Co. A Vocalion record of the song by the *WLS Prairie Ramblers* has been released.

BARRY BLAKE, formerly of WFBR, Baltimore, has joined the production staff of WJSV, Washington.

JACK HARRINGTON, announcer of WHAS, Louisville, is the father of a girl born Oct. 29.

ON THE eve of his departure for New York to join the CBS announcing staff, Warren Sweeney (right) was presented with a traveling bag at a party staged Nov. 2 by co-workers at WJSV, CBS Washington key. Presenting the bag is Manager Jess Willard, with Commercial Manager Bill Murdock in center.

Back From Poland

FORMERLY an announcer of shortwave programs broadcast from Warsaw before Germany and Russia invaded Poland, Henry Nagorka has joined the announcing staff of WHOM, Jersey City. He handles both English and Polish language programs, using the name Henry Kent on English features. American-born and a native of Elyria, O., Nakorka went to Poland to study violin at the Warsaw Conservatory.

GAYLORD AVERY, announcer of WOW, Omaha, recently married Laura York, formerly assistant traffic manager of the station.

BOB BECKER, announcer of WFIL, Philadelphia, married Rosalid Johnston, of New York, late in October.

EARLE PUDNEY, announcer of WSB, Atlanta, is the father of a boy born in October.

FRED CHRISTENSEN, of the announcing staff of KGFW, Kearney, Neb., has been promoted to program director.

JOHN E. REILLY, program director of WMEX, Boston, for the third consecutive year will present a course of 16 lectures in radio training for the Massachusetts State U extension division, starting Nov. 16.

JIMMIE WILLSON, program director of WWL, New Orleans, and Mrs. Willson have adopted a 1½-year-old girl, their second.

FLORENCE MARKS, wife of Bowley Crowther of the *New York Times*, has returned to her position on the NBC writing staff after a year's absence.

JACK SULLIVAN, formerly dramatic critic of the *Providence* (R. I.) *Star-Tribune*, has joined WNBC, New Britain, Conn., as announcer and continuity writer. Ken Ash, formerly of WIBX, Utica, N. Y., and WBAX, Wilkes-Barre, Pa., Doug Kearns, of WTHT, Hartford, and Howard Fagan have joined the WNBC announcing staff.

KENTON CASE, formerly in radio in San Francisco, has joined the announcing staff of KGMB, Honolulu, replacing Harlan Dunning, resigned.

BILLY BUDD, winner of a local audition contest, has joined the announcing staff of KFDA, Amarillo, Tex.

Dalberg to New Post

MELVIN H. DALBERG, former principal examiner of the FCC, on Nov. 9 was sworn in as special counsel to the Federal Power Commission and assigned to duty as a trial examiner. Mr. Dalberg lost his position with the FCC on Nov. 9, 1938, by reason of the reorganization involving the abolition of examiners. He had been with the FCC for nearly five years. Previously he had practiced law in New York City for 25 years and had been assistant tax commissioner of New York City. He is a college and law graduate of Columbia University.

WMFF Staff Changes

WMFF, Plattsburg, N. Y., has announced the following changes and additions to its staff: Don Hart, formerly of WJJD, Chicago, as program director; Dale Jackson, formerly with several Pennsylvania stations, continuity manager; Jay P. Shirley, commercial manager, and Bernard Krause, formerly of shortwave stations WGEA and WGEO, Schenectady, and Charles Turcotte, announcing staff. Martin Traynor Jr., for the last year commercial manager, left WMFF recently to join an insurance agency.

Edmund T. Davis

JUST 45 minutes after KWKH, Shreveport, had gone on the air with its new 50,000-watt plant the afternoon of Oct. 28, death claimed Edmund T. Davis, 43, engineer associated with Paul F. Godley while in Shreveport completing installation of the station. He was stricken by an infected pancreas about two weeks previously while working on the job. Mr. Davis, son of Seward Davis, eminent New York patent attorney, was a native of Atlantic City and a resident of Montclair, N. J. He was graduated in 1920 from Rutgers and was a member of Zeta Psi fraternity. Surviving are his parents, a brother and a sister. He had been associated with Mr. Godley in consulting practice since 1921.

Harry L. Schillinglaw

HARRY L. SHILLINGLAW, 53, for the past 28 years associated with Earle C. Anthony Inc., Los Angeles, as assistant resident manager and in other capacities, died in that city Oct. 28, following a heart attack. Mr. Shillinglaw was well-known in southern California radio, having been general manager of KFI-KECA, Los Angeles, from May 1, 1935 to June 1, 1936. Stations are owned and operated by Earle C. Anthony Inc. Surviving Mr. Shillinglaw are his widow and two children, Mrs. Louise Dungan of Exerter, Cal., and David Shillinglaw of Los Angeles.

Maj. Borrett on Active Duty

MAJ. W. C. BORRETT, managing director of CHNS, Halifax, and a veteran of the World War, is in active military service in Halifax. He still maintains contact with CHNS, but the detail of his work has been taken over by John F. Claire, according to T. A. Evans, secretary of the Canadian Association of Broadcasters, Toronto.

HUGH M. FEELEY, formerly of Free & Peters, Chicago, on Nov. 15 joined the regional sales department of WHO, Des Moines.

Dyer Quits NAB Board, As Stations Also Drop; West Named Successor

RESIGNATION of Gene Dyer from the board of directors of the NAB and election of William H. West, manager and co-owner of WTMV, East St. Louis, Ill., as his successor, was announced Nov. 3 by NAB President Neville Miller. Mr. West's election was by the NAB board of directors, at its meeting in Chicago Nov. 3 for the Ninth District, comprising Illinois and Wisconsin.

Mr. West

In a letter to Mr. Miller, Mr. Dyer, operator of WGES, WCBD and WSBC, Chicago, and WEMP, Milwaukee, submitted his resignation due to ill health. He said his physician advised him to cut his activities to a minimum. Coincident with Mr. Dyer's resignation, it was learned that two of his stations—WCBD and WSBC—had resigned their membership in the NAB.

Other resignations, apparently traceable to Elliott Roosevelt's split with the NAB because of the code provision on controversial issues, include KFJZ, Fort Worth, KRBC, Abilene, KNOW, Austin, and WACO, Waco, all members of the Texas State Network. Ralph Atlass, owner of WJJD, Chicago, has withdrawn that station from membership, though his second station, WIND, Gary, Ind., remains in the association. WPG, Atlantic City, slated for deletion by virtue of its acquisition by Arde Bulova, and use of its facilities in New York, likewise has resigned.

Meanwhile, NAB has acquired three new member stations—KOBH, Rapid City, S. D.; KVFD, Fort Dodge, Ia., and KTSW, Emporia, Kan. The total membership now is 430 stations.

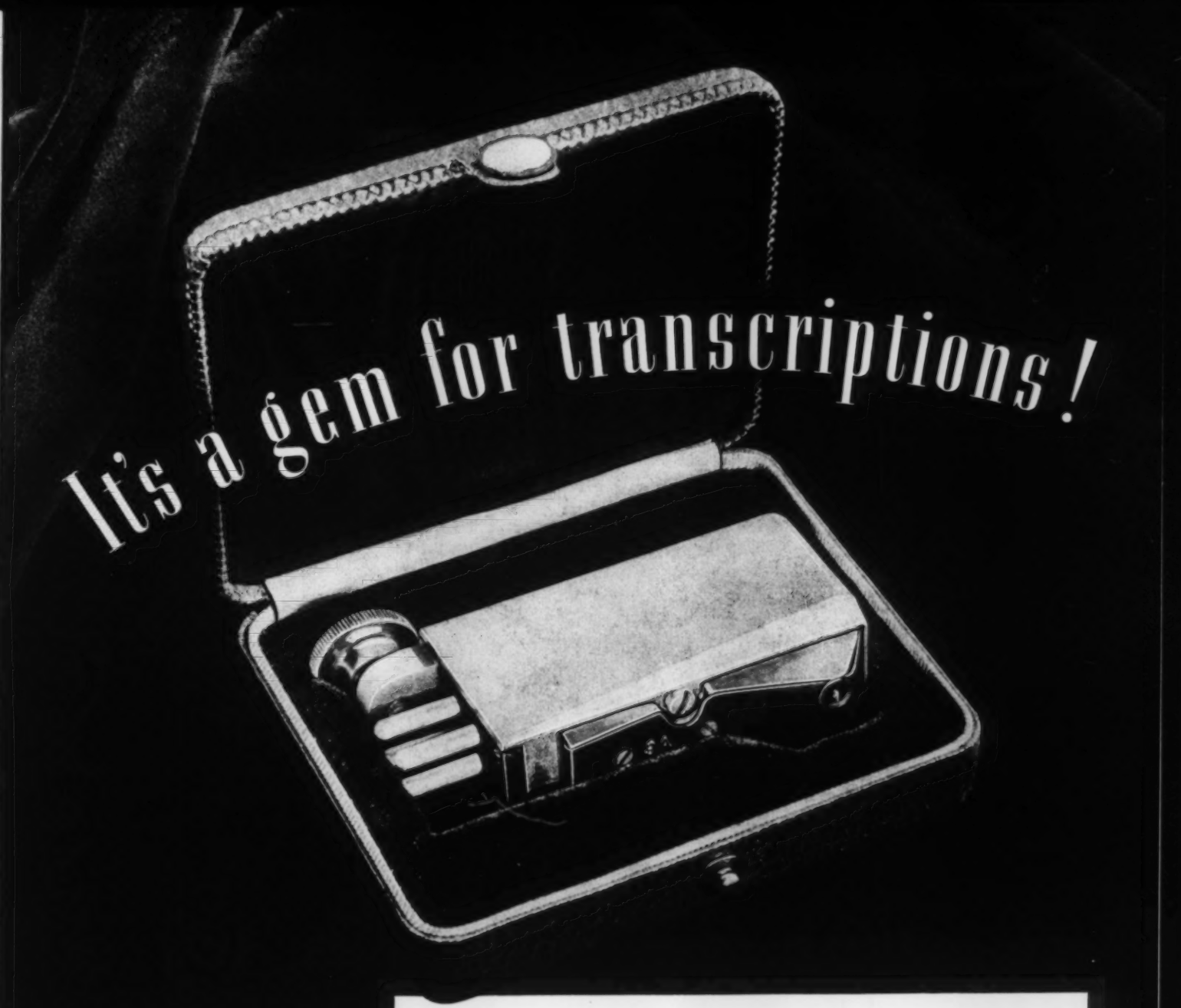
Manages New WMAN

MARIE W. VANDEGRIFT, former manager of WPAY, Portsmouth, O., and at one time with WHKC and WBNS, Columbus, has been named managing director of the new WMAN, Mansfield, O., authorized last July 13 by the FCC for 250-watt daytime operation on 1370 kc. The station is now under construction and is reported preparing for inauguration within the next few weeks. It will be RCA equipped throughout. Licensed to Richland Inc., it is owned by George Satterlee, Mansfield, president; C. A. Kessel, Mansfield, vice-president, and John F. Weimer, WJW, Akron, secretary-treasurer.

NBC Training Course

NBC has selected 12 employes from its staff of pages, office workers and guides for the first study group in artist management to meet weekly for discussions with George Engles, managing director of NBC Artists Service, and guest speakers drawn from the field of entertainment. At the end of the course, four members of the group showing the greatest aptitude will be given positions in the Artists Service.

E. D. RIVERS, former Governor of Georgia, has applied to the FCC for a new 100-250 watt station on 1430 kc. in Valdosta, Ga.



—plays both lateral and vertical recordings with *new sparkle!*

Here's a pick-up that can handle *all* recordings — whether vertical or lateral. The Western Electric 9A Reproducer brings out their full quality—has a diamond stylus insuring long life—costs much less than the *two* pick-ups you'd otherwise need.

You can easily equip your present transcription tables with the 9A Reproducer, reproducing arm and equalizing equipment.

Ask Graybar for your copy of Bulletin T1630, which gives full information on this new aid to Better Broadcasting.

ASK YOUR ENGINEER

Western Electric

Distributed by GraybaR

DISTRIBUTORS:
Graybar Electric Company,
Graybar Building, N. Y.
In Canada and Newfoundland:
Northern Electric Co., Ltd.
In other countries:
International Standard Electric Corp.

Joint IRE-RMA Session Hears Technical Advance

FALL meeting of the Institute of Radio Engineers and the Radio Manufacturers Association, sponsored by the Rochester Fall Meeting Committee, was held Nov. 13, 14 and 15 at the Sagamore Hotel, Rochester, N. Y. A paper on frequency-modulated waves was read by Paul A. De Mars of the Yankee Network, and papers covering various phases of television were read by the following: C. J. Franks, Microvolts Inc.; H. B. Devore and Harley Iams, Radiotron Division, RCA Mfg. Co.; H. E. Kallman, consulting engineer, and Stanford Goldman, General Electric Co.

Other technical subjects were covered by A. M. Glover, Radiotron Division, RCA Mfg. Co.; C. R. Hammond and E. Kohler, Jr., Ken-Rad Tube and Lamp Corp.; V. D. Landon, Victor Division, RCA; Kenneth Jarvis, consulting engineer; W. R. G. Baker, RMA director of engineering; E. Karplus, General Radio Co.; John F. Farrington, Hazeltine Service Corp.; L. B. Arguimbau, General Radio Co.; Henry Parker, Rogers Radio Tubes; M. A. Acheson and W. P. Mueller, Hygrade Sylvania Corp.; C. M. Burrill, Victor Division, RCA, and D. D. Israel, Emerson Phonograph and Radio Corp.

An inspection trip was made Nov. 15 to the frequency-modulated transmitting station of the Stromberg-Carlson Telephone Mfg. Co., located in the Rochester Gas & Electric Co. building.

KOY From Tank

NEXT DOOR neighbor of the KOY, Phoenix, transmitter reports that his hot water tank gives perfect reception of the station's programs. Instead of being delighted over not needing a radio, he objects because there is no way to shut off the broadcast.

Horle Heads IRE

L. C. F. HORLE, New York consulting engineer and veteran in the radio manufacturing field, has been elected 1940 president of the Institute of Radio Engineers in the mail balloting just completed. Departing from the custom of electing a foreigner to the vice-presidency, the IRE members chose Prof. Frederick E. Terman of Stanford U, as vice-president. Directors elected for three-year terms are Austin Bailey, AT&T; Prof. H. M. Turner, Yale; L. P. Wheeler, FCC.

JOHN P. SCRIPPS, of San Diego, publisher of several California dailies and chief owner of WHUB, Watsonville, Cal., has applied to the FCC for a new 1,000-watt station on 1430 kc. in Ventura, Cal., seeking the facilities recently relinquished by KECA, Los Angeles. A 250-watt outlet on the same frequency in San Diego, is also sought in an application filed by Warren Worcester, previously an unsuccessful applicant, and in Everett, Wash., a new 500-watt station on 1430 kc. is sought by Cascade Broadcasting Co. Inc.

STRONG FOR THE HOME TEAM

RECENTLY when a quantity of Sodium Cyanide (enough to annihilate the city of Bismarck) disappeared from the warehouse of one of the local drug stores, KFYR went into action.

It interrupted regularly scheduled programs to inform the populous of the danger. Within thirty minutes the death dealing drug was located and returned to the owner.

The wise and speedy handling of the information put everyone on his guard and avoided what might have been a major catastrophe.

THAT'S THE KIND OF THING THAT MAKES FOR KFYR POPULARITY.
LET THIS FRIENDLINESS WORK FOR YOU.

NBC affiliate
550 kilocycles

KFYR

5,000 watts day
1,000 watts night

Meyer Broadcasting Company

BISMARCK, N. DAK.

National Representatives: JOHN BLAIR AND COMPANY

in the CONTROL ROOM

W. E. STEWART has resigned as chief engineer of WOI, Ames, Ia., to join the Army Signal Corps in the Panama Canal Zone. He has been succeeded by L. L. Lewis, engineering graduate of Iowa State College recently connected with the Iowa State police radio system.

PERRY HERRINGTON Jr., transmitter operator of WCOS, Columbia, S. C., has married Dorothy Reeves, of Munnerlyn, Ga.

DICK HAMMOND, control room engineer of WBZ-WBZA, Boston-Springfield, is to resign at the end of November to become chief engineer of the new WFSX, Salem, Mass.

TOM CROSNOE, John Guion and Robert Coleman, all graduates of the training division of First National Television, Inc., have joined the engineering staff of KITE, Kansas City.

DEAN COMBS, formerly of KFAB, Lincoln, Neb., has joined the engineering staff of WDAY, Fargo.

DEAN MOFFIT, formerly of KHJ, Los Angeles, has joined the engineering staff of KGB, San Diego, Cal. Vern Milton, assistant chief engineer of KGB is the father of a girl born recently.

WILLIAM E. MORRISON, formerly of KITE, Kansas City, has joined the engineering staff of WSAZ, Huntington, W. Va.

W. J. HOLEY, consulting engineer of Atlanta, has applied to the FCC for authority to erect a new high-frequency relay station in that city to operate with 100 watts on 43.2 mc.

WILLIAM G. H. FINCH, president of Telecommunications Laboratories, on Oct. 31 was granted Patent No. 2,178,394 by the U. S. Patent Office, covering a telepicture synchronous driving system.

MEREDITH E. THOMPSON, formerly of WAPO, Chattanooga, Tenn., has joined the new WSAV, Savannah, Ga., as chief engineer. He will supervise installation of a new RCA transmitter and studio equipment.

JIMMY GAVIGAN, transmitter engineer of WHAI, Greenfield, Mass., recently married Lorraine Mary Pick, of New York.

GEORGE KOHLER has joined the engineering staff of KPAC, Port Arthur, Tex.

JACK LEWIS, new to radio, has joined KGFW, Kearney, Neb., as engineer-announcer.

HOWARD JONARD, formerly of WKST, New Castle, Pa., has joined the new WMAN, Mansfield, O., as chief engineer.

RALPH RICE, of the engineering staff of WNBC, New Britain, Conn., is the father of a boy born recently.

GARO RAY, chief engineer of WICC, Bridgeport, Conn., is himself constructing a pipe organ in his new home.

L. W. THOMAS, formerly of WPFM, Birmingham, Ala., police station, has joined the engineering staff of WJSV, Washington, along with Larry Holt, of WOL, Washington, and Walter Brester, of WLW, Cincinnati.

D. D. JONES, formerly chief engineer of WAAT, Jersey City, N. J., has joined the engineering staff of WABC, New York.

LYMAN R. BLOSSOM has joined the engineering staff of WFMJ, Youngstown, O.

RAY C. SPENCE, formerly of WPAR, Parkersburg, W. Va., has joined the engineering staff of WJLS, Beckley, W. Va.

Brand New Audience Appeal for Radio

Amazing! New! THE HAMMOND Novachord

The news in music for radio is the Hammond Novachord. For this entirely new musical instrument gives the pianist an amazing versatility that never grows old!

It's played like a piano—and it produces beautifully clear piano-like tones. Then with a simple turn of the tone selectors the musical effects of violin, trumpet, 'cello, flute —or dozens of other faithful tones—join in!

Hear *and try* the Hammond Novachord: the *new* musical instrument that's receiving a tremendous ovation from leading stations and advertisers from Coast to Coast.

See your local Hammond dealer for more information about the Hammond Novachord on your radio programs, or write to: Hammond Instrument Co., 2989 N. Western Ave., Chicago. *Or:* Hammond Organ Studios, 50 W. 57th St., New York; Los Angeles Studios, 3328 Wilshire Blvd.

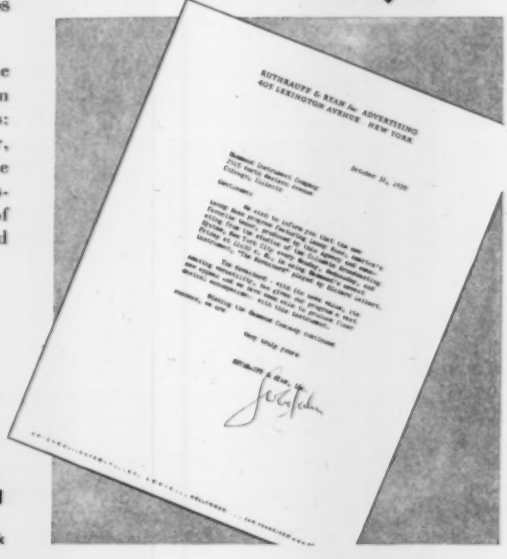
Just a turn of the tone selectors will bring in such musical effects as: violin, steel guitar, French horn, harp! The Novachord gives a fascinating new range of versatility to any good pianist!

THE HAMMOND NOVACHORD
is featured on the CBS Program, "Lanny Ross, Songs," produced by Ruthrauff & Ryan, Inc.

LANNY ROSS
Now he sings to the accompaniment of the Hammond Novachord.

RICHARD LEIBERT
Now he plays the Hammond Novachord on the program, "Lanny Ross, Songs."

Mr. G. A. HUHN, of Ruthrauff & Ryan, Inc., says: "The Novachord—with its news value, its amazing versatility, has given our program a vast new appeal and we have been able to produce finer musical accompaniment with this instrument."



The NEW idea in music—by the makers of the Hammond Organ!

See..Hear..Play THE HAMMOND Novachord

at the New HAMMOND ORGAN STUDIOS in the Hammond Building, 50 West 57th Street, New York

New Transmitter Debuts at WXYZ

Formal Dedication Is Planned For Thanksgiving Day

WXYZ's new 5,000-watt transmitting plant, built at a cost of approximately $100,000, will be officially dedicated Thanksgiving Day Nov. 23, it was announced Nov. 7 by H. Allen Campbell, general manager of King Trendle Broadcasting Corp.

Authorized by the FCC to increase its daytime power from 1,000 to 5,000 watts, WXYZ is completing construction of the new plant on an 18-acre plot six miles from the WXYZ studios in mid-Detroit. The power increase, it was stated, will substantially improve the radius of the station and intensify its signal throughout its service area. The new RCA transmitter, Blaw-Knox 360-foot vertical radiator, building and land represent an expenditure of about $100,000, Mr. Campbell stated. The transmitter building, in addition to regular broadcast equipment, reception room and workshops, also includes a large garage and a complete four-room apartment for the caretaker. The building, of modern design, forms an L at the front, facing two highways.

Dedication of the new transmitter is being preceded by extensive advertising and publicity, calling attention to the new service from the standpoint of both listener and advertiser. Mediums being used include movie trailers, placards inside and outside of buses and street cars, 62 billboards throughout the metropolitan area, full page advertisements in all Detroit newspapers, advertisements in trade publications, direct mail to members of women's groups, churches, schools, and other business and civic organizations, advertisements in neighborhood and suburban newspapers, door-to-door broadsides totaling 300,000, and special broadcast announcements. In addition, NBC will devote its *Club Matinee* program to WXYZ the afternoon of the dedication.

WCAE, Pittsburgh, has signed the big Gimbel department store for a half hour show titled *The Enchanted Hour* starting Nov. 17 at 7:30 p.m. and featuring Howard Price, tenor, and a string orchestra.

PARTICIPATING IN a pre-game roundup in the studios of KTUL, Tulsa, before the recent Tulsa U-Centenary College football game were these local and visiting grid luminaries—(l to r) Dean Schmitters, announcer of KWKH, Shreveport, La.; Jack Charvat, sports editor of the *Tulsa Tribune*; Jerry Bozeman, KWKH sports announcer; Chet Benefiel, Tulsa U coach; Leon Booth (behind mike), Centenary publicity head; Tom Cobb, Centenary coach, and Vic Rugh, KTUL sportscaster.

Quiet on Waterfront

ALL SET for its new *I Cover the Waterfront* series, consisting of interviews with sailors and passengers arriving in the port of Beaumont, Texas State Network sought final approval of the U. S. Maritime Commission. But the whole idea had to be scuttled when approval was denied because of the possibility of attacks by foreign submarines. The Maritime Commission explained that the United States could not afford to broadcast word of arrivals, departures or cargoes of American ships.

Read Named President Of KVAN, Vancouver

SHELDON SACKETT, publisher of the *Coos Bay Times*, Marshfield, Ore., and the *Oregon Statesman*, Salem, Ore., and owner of KOOS, Marshfield, is relinquishing his stockholdings in the new KVAN, Vancouver, Wash., opposite Portland, and General Manager Walter L. Read is now president of the licensee corporation, according to a statement Nov. 6 by Mr. Read. The station went on the air Oct. 22, operating with 250 watts daytime on 880 kc.

A composite transmitter, built by Mr. Read and Chief Engineer Paul W. Spargo, has been installed, along with RCA modulation and frequency monitors, Gates speech input and a 254-foot Lehigh tower. Mr. Read announces his staff as follows: Leon W. Crager, program manager and chief announcer, formerly with KBND, Bend, Ore., and KOOS; Stuart Stockenburg, announcer; Ethel Bennett DeBoo, secretary and director of women's programs, formerly with KOAC, Corvallis; George Volker, Ray Baty and Forest Klienman, salesmen. Mr. Read was formerly chief owner of KOOS.

MAJ. EDWARD BOWES, conductor of the Chrysler Corp.'s *Amateur Hour* on CBS, has given to the Lutheran Church his Laurel Hill estate in Westchester County, New York. To be known as the Major Edward Bowes Memorial Retreat, it will be "dedicated to the advancement of the spiritual and intellectual life of the Lutheran clergy and laity of New York and neighboring states."

FIRST BIRTHDAY

October 30, 1939

Just a Baby . . . But Oh-h What Ummph! A Baby with a voice that reaches farther than any other radio station in central Indiana! A Baby that has more than a half million radio homes! A Baby with a voice that is loved and listened to by more than a million and a quarter Hoosiers! A Baby with a voice that in 12 short months speaks for twice as many local businesses as do its two neighbors! A Baby with a greater audience (daytime) than either of its neighbors! A Baby with a voice that has proved exceptional in making friends and influencing Hoosiers! Oh-h What Ummph!

WIBC *"The Friendly Voice of Indiana"* **INDIANAPOLIS**

1000 WATTS • C. A. McLaughlin, V. P. and Gen'l Mgr. • Howard H. Wilson Co., Nat'l Reps. • 1050 KC

Announcing Radio's Newest Merchandising Plan for STATIONS & ADVERTISERS

AN essential ingredient in the formula for successful radio is a comprehensive merchandising program . . . and with that thought in mind, TEL-PIC SYNDICATE Inc. offers the radio industry for the first time* its amazing NEWS-DISPLAY SERVICE.

Features of the TEL-PIC Service are:

1—A patented illuminated display (18 inches by 28 inches) in six colors (red, black, blue, green, yellow, white).

2—A DAILY supply of news-flash photos depicting outstanding, timely world events.

3—Simple durable equipment. No technical hindrances. Merely insert the plug in either AC or DC current . . . display becomes animated.

4—Illuminated call letters in color at top of the display bordered with constant color flashing streaks of radio-like waves.

5—Ample space in the bottom-removable-panel of the display for station or sponsor message.

TEL-PIC's handsome attention-creating displays build a steady stream of daily merchandising tie-ins which encourage a habit-forming audience to listen to the station, thus creating a point-of-purchase sale for the sponsor.

The cost of this service will please you with its real economy. For *exclusive* rights in your city, write or wire now.

**Though only offered to the radio industry a few days ago, TEL-PIC Service already has been signed by WNBC, WELI, WMAS, WCOP.*

TEL-PIC SYNDICATE Inc.

1650 Broadway • New York City • *Circle 5-4688*

HOW DO YOU FIND BUSINESS IN SALT LAKE CITY?

100% ABOVE THE NATIONAL AVERAGE

The spending trend in Utah is 16% better than in the same period last year. This is twice the increase of the U. S. as a whole.

It means that the half-million people in the Salt Lake market are mighty good prospects for what you have to sell—right now.

Tell your story over the station that consistently carries more local advertisers than any other Salt Lake station—not because it costs less (KDYL's local rate is no lower) but because it gets *results*!

Alert, timely, interesting *showmanship!* That's what gives KDYL unequalled popularity.

5000 WATTS DAYTIME 1000 WATTS NIGHTS

KDYL

THE *POPULAR* STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles

NBC RED NETWORK

Acquiring Entire WPAY

COMPLETE ownership of WPAY, Portsmouth, O., is sought by Brush-Moore Newspapers Inc. in an application filed with the FCC Nov. 7. The newspaper chain, which owns the *Portsmouth Times* and operates WHBC, Canton, in connection with its *Canton Repository*, purchased 50% interest in the station last winter from J. E. Henry, at the same time that Chester A. Thompson, Cleveland realtor, acquired the 50% held by M. F. Rubin, of Cleveland. The newspaper group now proposes to purchase the Thompson holdings for $20,000, subject to FCC approval. Other newspapers in its chain are the *Steubenville Herald-Star, Marion Star, East Liverpool Review, Salem News* and *Salisbury* (Md.) *Times.*

WSAV Operator Asks Gainesville, Ga., Station

COINCIDENT with the announcement that Dec. 1 has been fixed as the tentative opening date for the new WSAV, Savannah, Ga., the FCC disclosed that Dixie Broadcasting Corp., with the same major stockholder, has applied for a new 250-watt station on 1210 kc. in Gainesville, Ga. Arthur Lucas, chief stockholder in the new WSAV, who also owns one-third of WRDW, Augusta, would be stockholder in the Gainesville company, with W. K. Jenkins owning the same amount. Lucas and Jenkins are Southern theater operators.

WSAV will be headed by Harben Daniel, recently commercial manager of WSM, Nashville, and will operate with 100 watts on 1310 kc. It will be RCA equipped throughout with a 190-foot Lingo tubular tower. Mr. Daniel announces the appointment of N. W. Brandon, former account executive of C. P. Clark Inc., Nashville, as advertising and promotion manager, and Meredith E. Thompson, formerly with John Barron, Washington consulting engineer, as chief engineer.

Like Movie Night

FOLLOWING the radio dramatization of the 20th-Century Fox production, "Drums Along the Mohawk", on the *Kate Smith Hour* over CBS, Nov. 3 [BROADCASTING, Nov. 1], Hollywood film producers are laudatory in their comment and major studios are eyeing the broadcasting industry with revived new interest. Current sentiment of producers is to make use of radio in a manner which will bring praise and cooperation from exhibitors rather than adverse criticism, as in the past, and picture studio executives declare that Bill Bacher's Movie Night "hit the nail on the head". Regardless of cost to film studios, they are of the opinion that such broadcasts will result in bringing radio listeners to the theatre, thereby swelling box-office receipts.

TSN Dodges Propaganda

IN KEEPING with the strict anti-propaganda policy endorsed by its president, Elliott Roosevelt, Texas State Network is using transcriptions on foreign broadcasts in an effort to keep propaganda off the air. Working under instructions from Roosevelt, the TSN program department carries no foreign broadcast on the network until it has been checked for propaganda, recording and checking each foreign origination before broadcast, and then feeding acceptable programs to member stations via transcription.

WTIC Transfer Again Is Refused

DENIED for the second time the right to assign its license from one subsidiary of the Travelers Insurance Co. to another, WTIC, Hartford, is contemplating an appeal from the Nov. 1 decision of the FCC to the U. S. Court of Appeals for the District of Columbia.

In its new decision, the FCC held it was forced to deny the application because it could not determine from the facts presented that any benefits would be derived. The new ruling was milder than its original decision just a year before, in which it condemned the transfer proposal. The case was reheard on petition of Travelers after which additional documents pertaining to the project were submitted.

Former Ruling Set Aside

In its new opinion, in which the FCC set aside its former adverse ruling but still denied the transfer, the Commission brought out that the proposed assignment from the Travelers Broadcasting Service to the new Travelers Broadcasting Co. involved only a move from one subsidiary to another. However, it stated that the proposed assignee would issue to the insurance company in payment for the physical facilities a promissory note of $500,000 bearing 6% interest and also assume all obligations of the present licensee. The latter item included a promissory note payable to the insurance company in the principal amount of $1,500,000. It was in connection with this that the FCC said the record of the pre-existing obligation "is frail" and that under the terms of the transfer it "could be used to stifle improvement were the insurance company so minded."

The Commission said it should be "reluctant to arrive at any decision which may appear to encroach upon the discretion customarily vested in corporate management." It added, however, that broadcasting is "strongly affected with a public interest" and that no assignment of a license can be approved unless the Commission after securing full information can find the transaction will be in the public interest. Asserting that full information as to the controlling facts must be before the Commission and cannot be assumed, the opinion stated "so tested, the present record falls short."

WFBL
SYRACUSE
Write for Your Copy of
"45 HOURS - 45 MINUTES"
This big, new, beautifully printed brochure tells the story of how we help manufacturers to sell 56 grocery products advertised over WFBL—EVERY WEEK! These advertisers will be quick to verify the value of Syracuse and Central New York as a vast, rich, profitable market for them! Write for your copy of this interesting book—"45 hours—45 minutes"—TODAY!
WFBL
Syracuse, N. Y.

THE SAD STORY OF THE *LATE* MR. MUDGE!

Poor Mister Mudge. A sorrier figure we never saw as we stood before his desk that soggy morning early in 1939. He was hunched forward in his swivel chair, looking down over his spectacles, like a character out of Dickens. His abject gaze was fixed on an open copy of the BROADCASTING YEARBOOK Number, newly arrived.

"Don't you like it," we asked?

"Like it," he exploded. "Why shouldn't I like it?"

"W-well," we stammered, "w-w-well."

"Of course I like it," he said testily. "I like it very well. As a matter of fact, I like it *too* well."

"Too well," we repeated?

"Yes, that's the trouble," said Mister Mudge, bitterly.

We waited.

"It's this way," he explained. "As you know, I'm sometimes inclined to procrastinate. Not very often, mind you, not very often."

We nodded.

"But I procrastinated at the wrong time. Naturally, I wanted our ad in the new YEARBOOK Number. I even talked about it. Remember?"

We nodded.

"I wouldn't think of staying out of the *buyers' guide* of the radio advertising industry."

"Of course not," we agreed.

"But what happened? In October I put off my YEARBOOK reservation. In November I laid aside the fourth notice. In December I went fishing in Florida."

"Catch anything?"

Mister Mudge disregarded the question. "In January, when I returned, the YEARBOOK edition was closed."

"Gosh," we said.

"And now here it is," pointed Mister Mudge, *"the best advertising buy of the year.* And am I in it?"

"No," we contributed.

"No is right," said Mister Mudge. "And let this be a lesson to you, boy. Never procrastinate. Never never procrastinate."

Full page is $192; half page, $108; quarter page, $60. • Regular issue rates apply • Forms close December 1.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGAR, Cleveland

Standard Oil Co. of Ohio, Cleveland, 10 *sa* weekly, thru McCann-Erickson, Cleveland.
Rockwood & Co., Brooklyn (candy), 5 *sa* weekly, thru Federal Adv. Agency, N. Y.
Quaker Oats Co., Chicago (Aunt Jemima flour), 6 *sa* weekly, thru Sherman K. Ellis & Co., Chicago.
Kellogg Co., Chicago (All-Bran), 3 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Unitarian Fellowship for Social Justice (religious), weekly *sp*, thru U. S. Adv. Corp., Toledo.
Practical Diesel Training School, Detroit, weekly *sp*, thru Rickerd, Mulberger & Hicks, Detroit.
Pillsbury Flour Mills Co., Minneapolis, 5 *sp* weekly, thru Hutchinson Adv. Co., Minneapolis.
Cluett, Peabody & Co., New York (Sanforizing), 6 *sp* weekly, thru Young & Rubicam, N. Y.

WFBR, Baltimore

BC Remedy Co., Durham, N. C. (proprietary), *sa* series, thru Harvey-Massengale Co., Durham.
Beaumont Labs., St. Louis (r-Way tablets), 200 *ta*, thru H. W. Kastor & Sons, Chicago.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 156 *ta*, thru Joseph Katz Co., Baltimore.
P. J. Ritter Co., Bridgeton, N. J. (catsup), 26 *t*, thru Clements thru Clements Co., Philadelphia.
Swift & Co., Chicago (sausage), 13 *sa*, thru J. Walter Thompson Co., Chicago.

WTAQ, Green Bay, Wis.

Chicago Technical College, Chicago, 10 *sa* weekly, thru Vanderbie & Rubens, Chicago.
Liggett & Myers Tobacco Co., New York (Chesterfields), *sa* series, thru Newell-Emmett Co., N. Y.
Pure Oil Co., Chicago, 2 *sa* weekly, thru Leo Burnett Co., Chicago.
Woodman Accident Insurance Co., Omaha, 2 *t* weekly, thru Presba, Fellers & Presba, Chicago.

KGMB, Honolulu; KHBC, Hilo

Seeck & Kaide, New York (Pertussin), 30 *sa*, thru J. Walter Thompson Co., N. Y.
Ex Lax Mfg. Co., Brooklyn (proprietary), 5 *ta* weekly, thru Joseph Katz Co., Baltimore.
Acme Breweries, San Francisco, 156 *sa*, thru Emil Brisacher & Staff, San Francsico.

WBLK, Clarksburg, W. Va.

Air Conditioning Training Corp., Youngstown, *t* series, thru Weill & Wilkins, N. Y.
Chattanooga Medicine Co., Chattanooga, 55 *sa*, thru J. Carson Brantley, Salisbury, N. C.

KSL, Salt Lake City

Smith Bros. Co., Poughkeepsie, N. Y. (cough drops), *sa* series, thru J. D. Tarcher Inc., N. Y.
Candid Eye, Philadelphia (magazine), 3 *sp* weekly, thru Albert Kircher Co., Chicago.

WOPI, Bristol, Tenn.

BC Remedy Co., Durham, N. C., 12 *ta* weekly, thru Harvey-Massengale Co., Durham.

WIRE, Indianapolis

Consolidated Products, Danville, Ill. (buttermilk products), 52 *t*, thru Mace Adv. Co., Peoria.
Carolene Products Co., Litchfield, Ill. (Milnut margarine), 39 *sp*, thru Henri, Hurst & McDonald, Chicago.
Swift & Co., Chicago (Jewel shortening), 65 *sp*, thru J. Walter Thompson Co., Chicago.
Retonga Medicine Co., Atlanta, 78 *sp*, thru Burton E. Wyatt & Co., Atlanta.
Terre Haute Brewing Co., Terre Haute, 78 *sp*, thru Stack-Goble Adv. Agency, Chicago.
Vick Chemical Co., New York, 130 *sp*, thru Morse International, N. Y.
Commercial Solvents Corp., New York (Norway antifreeze), 48 *sa*, thru Maxon Inc., N. Y.
Dr. W. B. Caldwell Co., Monticello, Ill. (proprietary), 156 *ta*, thru Benton & Bowles, Chicago.
Scott Paper Co., Chester, Pa. (towels), 39 *sp*, thru J. Walter Thompson Co., N. Y.

WHO, Des Moines

Dr. Pepper Co., Dallas (beverage), 26 *t*, thru Tracy-Locke-Dawson, Dallas.
Illinois Central Railroad, Chicago, 26 *t*, thru Caples Co., Chicago.
Oliver Farm Equipment Co., Chicago, 39 *sp*, thru Buchen Co., Chicago.
Gillette Rubber Co., Eau Claire, Wis. (tires), 26 *t*, thru Cramer-Krasselt, Milwaukee.
Furst-McNess Co., Freeport, Ill. (household products), 6 *sp*, thru Rogers & Smith, Chicago.
North American Accident Insurance Co., Newark, 13 *sp*, thru Franklin Bruck Adv. Corp., N. Y.

KDKA, Pittsburgh

Richfield Oil Corp., New York, 10 *ta* weekly, thru Sherman K. Ellis & Co., N. Y.
Beefare Corp., Pittsburgh (Frex dog food), 11 *sa* weekly, thru BBDO, Pittsburgh.
Pinex Co., Fort Wayne (proprietary), 12 *sa* weekly, thru Russell M. Seeds Co., Chicago.

WMAQ, Chicago

John Morrell & Co., Ottumwa, Ia., daily *sp*, thru Henri, Hurst & McDonald, Chicago.
North American Accident Insurance Co., N. Y., 2 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Vick Chemical Co., N. Y., daily *sp* and *sa*, thru Morse International Inc., N. Y.

WNOX, Knoxville

American Snuff Co., Kansas City, *sp* series, one year, thru Simon & Gwynn, Memphis.
Swift & Co., Chicago (sausage), 7 *ta*, thru J. Walter Thompson Co., Chicago.

KGW, Portland, Ore.

Lea & Perrins, New York (Worcestershire sauce), 2 *sa* weekly, thru Schwimmer & Scott, Chicago.
Peter Paul, Naugatuck, Conn. (candy), 78 *sa*, thru Emil Brisacher & Staff, San Francisco.
Stanco Inc., New York (cosmetics etc.), 260 *t*, thru McCann-Erickson, N. Y.
Thomas Leeming & Co., New York (Baume Bengue), 396 *sa*, thru William Esty & Co., N. Y.
Flamingo Sales Co., Los Angeles (nail polish), 6 *sa* weekly, thru Buchanan & Co., Los Angeles.
Bayer-Semasan Co., Wilmington, Del. (Ceresan), 26 *sa*, thru Thompson Koch Co., Cincinnati.

KFRC, San Francisco

Healthaids Inc., New York (Serutan), weekly *sp*, thru Austin & Spector, Adv., N. Y.
Bond Stores, New York (Men's clothing), *sa* series, thru Neff-Rogow, N. Y.
Postal Telegraph Co., New York, 4 *sa*, weekly thru Biow Co., N. Y.
National Funding Corp., Los Angeles (loans), 6 *sa* weekly, thru Smith & Bull Adv., Los Angeles.
Pacific Coast Division of American Gass Assn., San Francisco, 29 *sa*, thru D'Evelyn & Wadsworth, San Francisco.

KFI, Los Angeles

Maryland Pharmaceutical Co., Baltimore (Rem & Rel), 4 *ta* weekly, thru Joseph Katz Co., Baltimore.
Haas Baruch & Co., Los Angeles (Iris food products), 30 *sa* weekly, thru Robert Smith Adv. Agency, Los Angeles.
American Cranberry Exchange, New York (Eatmor cranberries), 26 *sa*, thru BBDO, N. Y.
General Foods Corp., New York (Post Bran), 5 *t* weekly, thru Benton & Bowles, N. Y.

WOR, Newark

Manhattan Soap Co., New York (Sweetheart soap), 2 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Fischer Baking Co., Newark, 3 *sp* weekly, thru Neff-Rogow, N. Y.
Journal of Living Publications, New York, 3 *sp* weekly, thru Austin & Spector, N. Y.

WTMJ, Milwaukee

Wilson & Co., Chicago (Ideal dog food), 18 *sa*, thru U. S. Adv. Corp., Chicago.
Griffin Mfg. Co., Brooklyn (shoe polish), 130 *sa*, thru Berningham, Castleman & Pierce, N. Y.

WKRC, Cincinnati

Consolidated Drug Trade Products, Chicago, 6 *t* weekly, thru Benson & Dall, Chicago.

"I'm used to being out in front since we bought WRC"

Pd. Adv.

WTCN, Minneapolis

American Bird Products, Chicago, 30 *sp*, thru Weston-Barnett, Chicago.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 5 *t* weekly, thru H. W. Kastor & Sons, Chicago.
Chicago, Burlington & Quincy Railway, Chicago, 3 *sa* weekly, thru Reincke-Ellis-Younggreen & Finn, Chicago.
Chocolate Products Co., Chicago (Stillicious), 5 *t* weekly, thru McCord Co., Minneapolis.
Creamette Co., Minneapolis, 300 *ta*, thru John H. Dunham Co., Chicago.
Crowell Pub. Co., New York (Country Home), 5 *sp* weekly, thru Ralph H. Jones Co., Cincinnati.
E. I. Du Pont de Nemours & Co., Wilmington, Del. (anti-freeze), 3 *sa* weekly, thru BBDO, N. Y.
Feltman & Curme Co., Chicago (shoes), 3 *sp* weekly, thru McJunkin Adv. Co., Chicago.
Quick Meal Cereal Co., Minneapolis (Perko), 7 *sa* weekly, thru First United Broadcasters, Chicago.

WOOD-WASH, Grand Rapids

Battle Creek Dog Food Co., Battle Creek, Mich., 18 *sa*, thru Staake & Schoonmaker, Kalamazoo.
Richman Bros. Co., Cleveland (clothes), 52 *sa*, thru McCann-Erickson, Cleveland.
A. E. Staley Co., Decatur, Ill. (syrup), 130 *t*, thru Gardner Adv. Co., St. Louis.
Coleman Lamp & Stove Co., Wichita, 52 *ta*, thru Ferry-Hanly Co., Kansas City.
Creomulsion Co., Atlanta, 52 *ta*, thru Harvey-Massengale, Atlanta.
Campbell Cereal Co., Minneapolis (Malto-Meal), 60 *sa*, thru H. W. Kastor & Sons, Chicago.

WMCA, New York

M. W. Houck & Bro., New York (food distributors), 6 *sp* weekly, 52 weeks, thru Alley & Richards Co., N. Y.
Consolidated Drug Products, Chicago (proprietaries), 5 *sp* weekly, 26 thru Benson & Dall, Chicago.
Renault Wine Co., New York, 30 *sa*, 13 weeks, thru White-Lowell Co., N. Y.
Independent Halvah & Candies, New York, daily *sa*, 26 weeks, thru Louis E. Shecter Adv. Agency, N. Y.

KNX, Hollywood

Pioneer Canneries, Seattle (minced clams), 6 *sp* weekly, thru J. Walter Thompson Co., San Francisco.
Reid-Murdock & Co., Los Angeles (Monarch Coffee), 6 *sp* weekly, thru W. B. Ross Adv., Los Angeles.
Thomas Leeming & Co., New York (Baume Bengue), 10 *sa* weekly, thru Wm. Esty & Co., N. Y.
Zinsmaster Baking Co., Duluth (Hol-Rye & Zwieback), 6 *sp* weekly, thru Allied Adv. Agency, Los Angeles.
Burnham & Morrell & Co., Boston (B & M Beans), 6 *sp* weekly, thru Lavin Co., Boston.
Minnesota Consolidated Canneries, Minneapolis (Butter Kernel Corn), 6 *sp* weekly, thru Long Adv. Service, San Francisco.

WMCA, New York

Consolidated Drug Co., Chicago, daily hour *sp*, thru Benson & Dall, Chicago.
Reid, Murdoch & Co., Chicago, 2 *sa* daily, thru Rogers & Smith, Chicago.
Sterling Insurance Co., Chicago, 5 *sp* weekly, thru Neal Co., Chicago.
Lumberman's Casualty Insurance Co., Chicago, 5 *sp* weekly, thru McJunkin Adv. Co., Chicago.

KSFO, San Francisco

National Funding Corp. (Seaboard Finance), Los Angeles (loan company), 5 *sp* weekly, thru Smith & Bull Adv., Los Angeles.
Wood Briquettes, Oakland (Prestologs), 4 *sa* weekly, thru Emil Reinhardt Agency, Oakland.
Vick Chemical Co., Greensboro, N. C. (Vapo-Rub), series of *sa*, thru Morse International, N. Y.

Radio Advertisers

DOWNTOWN EVENTS COMMITTEE, Los Angeles, consisting of principal department stores and firms in that city, on Nov. 20 starts for 13 weeks using five times weekly the quarter-hour transcribed children's serial, *Cinnamon Bear*, on KECA, in a Christmas campaign. Placing thru Westamerica Co., Los Angeles, the sponsors are introducing program characters in general promotion now being released. Besides generous newspaper space, car cards and billboards are being used. In addition downtown Los Angeles street decorations and window displays, starting Nov. 22, will be tied in with the program. Transcribed serial was produced by Radio Transcription Co. of America, Hollywood, and is also being sponsored by Sears, Roebuck & Co. on KFPY, Spokane, KFEL, Denver; and by the California-Oregon Power Co., Medford, Ore., on KMED, KFJI, KRNR. Other sponsors of the transcribed show are Lipman, Wolfe & Co., Portland, on KALE; Weiboldt's Stores Inc., Chicago, on WGN; Gimbel Dept. Store, Miami, on WQAM; Leo's Stores Inc., Cincinnati, on WSAI.

R. B. SEMLER, New York, is conducting a six-month test campaign for Kreml hair tonic on WEEI, Boston, using 50-word announcements 25 times weekly, with half of the announcements devoted to news and half to commercials. Erwin, Wasey & Co., New York, is the agency.

PROCTER & GAMBLE, Cincinnati, on Nov. 13 started on WTMJ, Milwaukee, *The Sidewalk Reporter* five times weekly for a year for White Naptha soap; the five-weekly serial, *This Day is Ours*, for Crisco, and a schedule of 156 spots for the new P&G product, Duz. Agency is Compton Advertising Inc., New York.

CHALLENGE CREAM & BUTTER Assn., Los Angeles, thru Emil Brisacher & Staff, that city, has extended its current California campaign through December and is using daily transcribed minute announcements on KFXM KQW KFSD KTMS KERN.

BULLOCKS Inc., Los Angeles, with four department stores in Southern California, and a consistent user of spot radio, in a pre-Christmas campaign, on Nov. 24 starts for 18 days using two one-minute transcribed announcements daily on 11 stations. KFI KECA KNX KHJ KFWB KMPC KFAC KMTR KIEV KFOX KFVD. Agency is Dana Jones Co., Los Angeles.

NESBITT FRUIT PRODUCTS Inc., Los Angeles (orange juice), thru Chas. H. Mayne Co., that city, in a 30-day test campaign started Nov. 1 is using daily spot announcements on KFDM and KRIC, Beaumont, Tex., with bottler tie-in. Other radio test campaigns are also planned.

SOUTHERN STATES FOOD, Dallas firm, has renewed, effective Nov. 9, its series of five-minute spots placed on 10 Texas State Network stations to promote Bluebonnet margarine. The spots are heard Tuesday mornings, 10:15-10:20. Agency handling the account is Gandy Adv., Dallas.

SABERT MUSIC STUDIOS, Brooklyn, has appointed Frank Kiernan & Co., New York, to handle a test campaign of daily spot announcements through November on WVFW, Brooklyn. More stations will be added if the test proves successful.

KNAAPP-MONARCH Co., St. Louis (electric razors), has started daily minute announcements on WMAQ, Chicago. Cramer-Krasselt Co., Milwaukee, handles the account.

Shoe Swap

SOME time ago, through its *Trading Post* program, WNAX, Yankton, S. D., received a letter from a one-legged man trying to locate another one-legged man with whom he might trade extra right shoes, which he could not use, for left shoes of the same size. Shortly another letter came from a Minnesota listener, this one in the same difficulty except that he was able to wear only right shoes. WNAX brought the two together and now reports that happy days are here again for both.

SWIFT CANADIAN Co., Toronto (Pard dog food) on Nov. 5 started *The Shadow of Fu Manchu* for a half-hour weekly on CFRB, Toronto; Nov. 12 on CBA, Sackville, N. B.; Nov. 19 starts on CJRC, Winnipeg; Nov. 26 on CJOR, Vancouver. Account was placed by J. Walter Thompson Co., Toronto; transcriptions from Associated Broadcasting Co., Toronto.

ANNIE LAURIE Candy Shops, Toronto, started Nov. 7 three weekly spot announcements on CKTB, St. Catharines, Ont.; CHML, Hamilton, Ont.; CFCO, Chatham, Ont.; CKRC, Kitchener, Ont. Frequency of the announcements will increase towards Christmas. The company has picked radio for its first advertising campaign, and is using the present campaign as a test for next year's advertising program. Account was placed by Benison Co., Toronto.

MAURICE BALL Inc., Los Angeles (furs), thru Nellie Walsh Adv. Service, that city, in a pre-Christmas campaign, on Oct. 16 started thrice-weekly spot announcements for 13 weeks on KECA and two a week on KHJ.

P. B. WHITE & Co., Philadelphia tailor firm, is sponsoring a six-weekly two-hour program, 10 p. m. to midnight, on WPEN, Philadelphia. The two-hour feature includes Sandy Guyer's *Night Club of the Air* recorded program and a quarter-hour sports show by Ira Walsh. Harry Feigenbaum Agency, Philadelphia, handles the account.

PENNZOIL Co., Los Angeles, through Mayers Co., that city, in a 60-day test campaign which started Nov. 8, is using from 20 to 30 transcribed one-minute dramatized announcements weekly on KIDO KARM KDB KFOX KGER.

JELL-O said Jack Benny (center) to William S. Hedges (right), NBC New York vice-president in charge of station relations, when the latter was in Hollywood during late October and "sat in" on the comedian's program, sponsored by General Foods Corp. John W. Nichelson, (left), West Coast radio and advertising representative of General Foods Corp. handled the introduction.

CHICAGO, Milkaukee, St. Paul & Pacific R. R., Chicago, has started a Sunday afternoon newscast on WBBM, that city, featuring Todd Hunter. The firm is also using a Saturday evening sports review on WCCO, Minneapolis, with Rolly Johnson. Roche, Williams & Cunnyngham, Chicago, is agency.

DEALER'S CHOICE

Harold S. Hall
Head of the Star Palace Laundry

* SIXTH OF A SERIES

Almost since the very day, over four years ago, that Mr. Harold S. Hall took over the management of Star Palace Laundry, the laundry has been selling itself over WHEC. During these four years the growth of the business has been little short of phenomenal.

Mr. Hall tells us that 50% of his advertising appropriation has gone to radio, . . . and by that he means WHEC, for the Star Palace Laundry has used WHEC *exclusively*.

Rochester merchants know Rochester's listening preferences first hand;—back their opinion of WHEC with their own hard dollars!

BASIC CBS

Representatives:
PAUL H. RAYMER CO.
New York Chicago Detroit
San Francisco

WHEC
ROCHESTER

Local Interest and CBS programs assure exclusive attention of a superior audience.
Send for Facts
National Representatives
BURN-SMITH CO., Inc.
New York and Chicago
5000 w. day • 1000 w. night
KGVO
MISSOULA MONTANA

STATLER TISSUE Co., makers of towels and facial tissues, is sponsoring the early morning *Transcript* news periods on WBZ-WBZA, Boston-Springfield. News, coming direct from editorial offices of the *Boston Transcript*, is broadcast by John Cooper, the paper's newscaster. Program is merchandised by sending 10,000 *Transcript Newscope* front pages to all dealers, with center of news page replaced by promotion urging all dealers to push the program.

BRAUN BAKERY Co., Pittsburgh, is sponsoring the MBS weekly cooperative program *Show of the Week* on WCAE, Pittsburgh, Sundays, 6.30-7 p. m.

NATIONAL FUNDING Corp., Los Angeles (Seaboard Finance), has started a five-weekly newscast on KSFO, San Francisco, 5-5:15 p. m., featuring Tro Harper. Account placed through Smith & Bull, Los Angeles.

In the TWIN CITIES Market It's
NBC STATION
WTCN
MINNEAPOLIS ST. PAUL
FIRST IN NEWS
FIRST IN SPORTS
FIRST IN ENTERTAINMENT
Owned and Operated by the
ST. PAUL DISPATCH-PIONEER PRESS AND MINNEAPOLIS TRIBUNE AND TIMES-TRIBUNE
Free and Peters, Inc.—National Representatives. New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta

D. P. WOOLEY, vice-president in charge of merchandising and advertising of Standard Brands, New York, has resigned to retire from active business. Joseph A. Lee and Traver Smith, vice-presidents, will divide his former duties. R. W. Griggs, former advertising manager, has been named head of a newly organized new products department, and will be succeeded by D. B. Statler, former assistant advertising manager.

FRUIT WINES Corp., New York, on Nov. 8 started sponsoring the *Harlem Amateur Hour* program, heard sustaining on WMCA, New York, for five years. Broadcast from the stage of the Apollo Theatre, New York, 11-12 midnight, the program features different Negro orchestras and amateurs each week. Account is handled direct.

FRANCISCAN FRIARS, Garrison, N. Y., on Nov. 5 started a new series of dramatizations on the *St. Anthony Hour* replacing the *Novena Services* previously heard, on WHN, New York, and the Colonial Network, in two half-hour periods on Sundays. The new program dramatizes the lives of the various people who have figured prominently in the founding of Graymoor, the Franciscan monastery.

OLD HOMESTEAD Bakeries, San Francisco (bread) on November 6 started the five-weekly transcribed *Secret Diary* on KPO, San Francisco, Mon. thru Fri., 9:45-10 a. m. (PST). Agency is Leon Livingston, San Francisco.

PEPSI-COLA Co., New York, on Nov. 10 launched a series of weekly programs, *The Answer Game*, on KFRC, San Francisco, Fridays, 8-8:30 p. m. (PST). The program is a copyright question-answer idea using telephones and charts and was sponsored on KFRC for 26 weeks last year for Wieland's Beer. Agency is Newell Emmett Co., New York.

GILLETTE RUBBER Co., Akron, has started a quarter-hour Sunday morning series on WLS, Chicago, featuring the *Maple City Four* and their washboard band. A portion of the program is given to an old-fashioned song revival in which favorites of the last 20 years are sung in their original arrangements.

GEPPERT STUDIOS, Des Moines (photo enlargements), is using six weekly spot announcements on WTAQ, Green Bay, Wis., and WMAM, Marinette, Wis. Coolidge Adv. Co., Des Moines, handles the account.

P. LORILLARD & Co., New York, has resumed the *Tango Cabaret* program on WOV, New York, in the interests of Old Gold cigarettes. The half-hour weekly program features Guido Bussinelli, tenor; Emelita Rosselli, soprano; the Townsmen Male Quartet, and the Old Gold Orchestra directed by Jules Oechiboi. Lennen & Mitchell, New York, is the agency.

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time pop corn), is testing five-minute programs on WDAY, Fargo, N. D.; WMMN, Fairmont, W. Va.; KGHL, Billings, Mont. Additional stations to be included in the campaign have not been announced. Agency is N. A. Winter Adv. Agency, Des Moines.

FRUIT INDUSTRIES Ltd., Los Angeles (wines), in a 22-day pre-Christmas campaign starting Dec. 1 will use one-minute transcribed announcements five times weekly on five Southern California Don Lee stations (KHJ KDB KGB KVOE KFXM). Agency is Emil Brisacher & Staff Inc., Los Angeles.

THRIFTY CUT-RATE DRUG STORES, Los Angeles, with 47 units in Southern California, to promote fountain grill service and utilizing radio for the first time, on Nov. 1 started for 30 days three to five minute transcribed and live announcements daily on KNX KFWB KMTR KFVD and KGFJ. Transcribed announcements were cut by Radio Recorders Inc. Hollywood. Milton Weinberg Adv. Co., Los Angeles, is agency.

OFFICIALS of Walgreen Drug Co., Chicago, and NBC in that city got together the other day to sign one of the largest local contracts in the history of WENR, NBC-Blue outlet. The drug firm signed for six hours each week including a Sunday show called, *This Week's Hit Tunes* and a daily morning show *Ten O'Clock Final*. Seated and signing is Orville Gile, Walgreen advertising manager, while on his left is Oliver Morton, head of spot and local sales of NBC-Chicago. Standing (l to r) are Robert Riemenschneider, Walgreen promotion manager; Sid Strotz, manager of NBC-Chicago; Jack Scott, of Schwimmer & Scott, agency handling the account.

TORONTO SALT WORKS, Toronto (ice remover) starts a radio campaign on a number of Ontario stations early in December. Details are not available as yet, according to Frontenac Broadcasting Co., Toronto.

KIK Co., Montreal (soft drink) started on Nov. 1, a quarter-hour studio show five times weekly on CKCL, Toronto; CHML, Hamilton; CFPL, London, Ont.; CFCF, Montreal; CHLP, Montreal. Accounts in Ontario were placed by Frontenac Broadcasting Co., Toronto; in Quebec by General Broadcasting Co., Montreal.

P. S. BUSTIN CHEMICAL Co., Toronto (medicinal) on Dec. 15 starts daily spot announcements, six weekly, on CFRB, Toronto; CFCO, Chatham, Ont.; CKGB, Timmins, Ont.; and a number of other Ontario stations. Account was placed by Frontenac Broadcasting Co., Toronto.

FORD Dealers of Iowa have started Gwen McCleary in a style-travel-historical-Iowa series for 13 weeks on KSO, Des Moines, in addition to four-daily spot announcements on WMT, Cedar Rapids, and KSO-KRNT.

O'CEDAR Co. of Canada, Toronto, has started a test campaign with thrice-weekly five-minute transcribed show on CFRB, Toronto, and is merchandising the campaign with a newspaper of odd facts. Transcriptions were made by Radio Centre Ltd., Toronto, and account was placed by Benison Co., Toronto.

The New
WKBN
YOUNGSTOWN-OHIO
The Key to the Rich Mahoning Valley-Serving
2,000,000 LISTENERS
1000 WATTS DAY • 500 WATTS NIGHT

TRANSCRIPTIONS

KASPER-GORDON, Boston, recently announced new sponsors for four of its transcribed radio productions. Sponsoring *Adventures in Christmastree Grove*, a 15-episode serial, are Sears Roebuck Stores in Hazelton, Harrisburg, York and Lancaster, Pa., Toledo and Wilmington; Boggs & Buhl, Pittsburgh; Strouss-Hirshberg, Youngstown; J. B. Sperry, Port Huron, Mich., and J. G. Kirven, Columbus, Ga. Thornton Laundry, Youngstown, and Commonwealth Baking Co., Worcester, are sponsoring the quarter-hour weekly series *Wade Lane's Home Folks*, and Loose-Wiles Biscuit Co., Long Island City, is testing the syndicated series *The Adventures of Uncle Jimmy* in 156 quarter-hours in Memphis, Omaha and St. Louis.

The company has taken over exclusive distributing rights to *Dan Dunn, Secret Operative 48* for territory east of the Mississippi, and is preparing a promotional campagn for the program directed to bakers, dairies, food companies and soft drinks bottlers. This program is now being tested by Chocolate Products Co., Chicago, on WTCN, Minneapolis, KSO, Des Moines and KDAL, Duluth.

NEW SUBSCRIBERS to *NBC Thesaurus* during the past six weeks are WHMA, Anniston, Ala.; WMGA, Moultrie, Ga.; WXYZ, Detroit; WFAA, Dallas; WOAI, San Antonio; KNOX, Sweetwater, Texas; KMPC, Beverly Hills, Cal.; CKVD, Val d'Or, Quebec. All Nov. 1 *Thesaurus* releases were recorded by the new RCA-NBC Orthacoustic Recording System.

STANDARD RADIO announces the following new subscribers to its Standard Library Service: WFOY, St. Augustine, Fla.; KROW, Oakland, Cal.; WHBU, Anderson, Ind.; WFAM-WSBT, South Bend, Ind.; KWNO, Winona, Minn.

CHAMPION RECORDING Corp., New York, on Nov. 1 moved its offices to 1600 Broadway and has opened new studios equipped with Western Electric and RCA microphones and all modern recording apparatus.

CHARLES MICHELSON, New York transcription firm, announces as new subscribers to its Speedy-Q Sound Effects Service: WTMA, Charleston, S. C.; WRC, Washington; WIRE, Indianapolis; WJJD, Chicago; WMBG, Richmond; Yale University; Wesleyan College.

Utah Radio Promotion

IN A cooperative promotional effort, the three Salt Lake City radio stations took over one of the regular weekly meetings of the Salt Lake Advertising Club and gave a one-hour presentation of radio's place as an advertising medium to the 150 members and guests present. E. J. Broman, KSL account executive and vice-president of the club, conducted the meeting. Walter Wagstaff, KDYL commercial manager; Doug Gourley, KDYL, and Wayne Richards, Ralph Hardy and Parley Baer, all of KSL, participated in the discussion. Although newspapers have used the club consistently for such promotions, this was the first time it has been done on an all-station basis for radio.

MAJ. EDWARD BOWES will conduct a birthday broadcast Nov. 19 when his CBS *Family* celebrates its 17th anniversary on the air from the stage of the Capitol Theatre, New York.

Read Promoted at WWL

A. LOUIS READ on Nov. 7 was promoted to the commercial managership of WWL, New Orleans, succeeding W. P. Beville, and has assumed charge of all national and local sales. Heretofore he has been merchandising manager. Gus Koorie, formerly with the *New Orleans Tribune*, has joined WWL to assist Henry Dupre, publicity director, and Beverly Brown, production manager.

UNABLE to broadcast directly from Moscow, Max Jordan, Central European representative of NBC, went to the Soviet capital for the extraordinary session of the Supreme Soviet, then proceeded to Stockholm to broadcast his report over NBC-Blue on Nov. 5.

Mike at Fire

WHEN fire broke out in a building near the studios of WEEI, Boston, station engineers saw a good chance to test the new machine-gun mike—the first ever seen in Boston. When the mike was set up on the street, police began having less and less difficulty dispersing crowds hampering work of the firemen—to most gawkers the mike looked like some new type machine-gun.

WHTR are the call letters assigned by the FCC for the new station authorized for construction in Spartanburg, S. C. [BROADCASTING, Nov. 1].

Stillicious Tests Disc

CHOCOLATE PRODUCTS Inc., Chicago (Stillicious), is sponsoring the transcribed quarter-hour adventure series, *Dan Dunn, Secret Operative No. 48*, on WTCN, Minneapolis; KSO, Des Moines and KDAL, Duluth, using five weekly. By the end of December the firm will have increased the list to include more than 20 other stations nationally. McCord Co., Minneapolis, has the account. Transcribed series was produced by Dan Dunn Productions, Hollywood. A. D. Pashkow, president, and John W. Erickson, general manager, respectively, of Chocolate Products, were in Hollywood during early November to confer with A. B. Lapic, head of Dan Dunn Productions.

KFBK Scores again!

The Pacific Coast Baseball League has chosen Tony Koester as the outstanding West Coast Sports Announcer following an official competition determined by the Coast baseball announcers' ability to increase attendance on "Announcers Appreciation Night" in all League Parks.

57% of all the mail response on Tony Koester's 1939 Lorillard Baseball Broadcasts was from Pacific Coast League Cities — San Diego, Los Angeles, Hollywood, Sacramento, Oakland, San Francisco, Portland and Seattle.

87% of all the Radio Homes in the eleven Western States are in counties which responded to KFBK baseball broadcasts.

STATE	Radio Homes In Counties Responding	Per Cent of State Total
CALIFORNIA	1,718,140	99%
WASHINGTON	425,910	91%
OREGON	276,290	96%
NEVADA	27,690	97%
IDAHO	65,750	67%
MONTANA	72,670	64%
COLORADO	107,960	46%
ARIZONA	57,210	72%
WYOMING	16,510	34%
UTAH	39,350	35%
NEW MEXICO	11,400	18%

Analysis of Old Gold & Briggs' 1939 Baseball Response from KFBK.

National Representatives
PAUL H. RAYMER COMPANY
NEW YORK • CHICAGO • DETROIT
SAN FRANCISCO • LOS ANGELES

KFBK Is One of the Four High Powered West Coast Stations

McCLATCHY BROADCASTING CO.
SACRAMENTO, CALIFORNIA

MAPS AND MONEY

Get your map. Turn to Winston-Salem, North Carolina. Note the population. Study the market data. Note the active industries. WAIR offers you this—plus scores of other active towns within its coverage.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

Agencies

JOHN L. ANDERSON, secretary and treasurer of McCann-Erickson, New York, has been given supervision over the agency's radio department, replacing Stanford Briggs, vice-president of the agency, who requested that he be relieved of this post because of the pressure of other duties.

RUSSELL M. SEEDS Co., Chicago, has established a new merchandising and research department, under direction of Albert C. Mueller, for 17 years with the Hearst newspapers in Chicago.

JACK WHITE, at one time with NBC, has joined the Hollywood staff of Lord & Thomas, assisting Tom McAvity in production of the NBC *Bob Hope Show*, sponsored by Pepsodent Co.

CLARE OLMSTEAD, who recently resigned as chief talent buyer of Young & Rubicam, Hollywood, has joined A & S Lyons Inc., that city. With Lester Linsk he is in charge of West Coast radio activities of that agency. Olmstead is the third Young & Rubicam radio executive to switch to A & S Lyons within the past year, the others being Don Stauffer and Bill Stuhler in New York. In addition to being in charge of the firm's clients for radio work, Olmstead and Linsk will formulate package shows for submission to agencies and sponsors.

SAM H. ARMSTRONG, for the last seven years partner in the Hollywood talent agency, Conlon-Armstrong inc., has withdrawn to join Columbia Management of California Inc., that city, a subsidiary of CBS. He is in charge of the motion picture division, newly created by Murry Brophy, general manager. Tom Conlon retains the firm name of Conlon-Armstrong, and continues to operate his agency at 8734 Sunset Blvd., with personnel including associates Frank Ryan and Samuel Arnow.

DONALD LINDSAY, formerly copy chief of Robert St. Clair Co., New York, has joined the copy staff of McCann-Erickson in Cleveland.

EDWARD E. ROTHMAN, formerly vice-president of McManus, John & Adams, has joined the New York office of Batten, Barton, Durstine & Osborn.

ARTHUR DALY of the production department of WRC-WMAL, Washington, resigned Nov. 8 to join the radio department of N. W. Ayer & Son in New York. Daly produced *Dreams Come True* and other NBC-Blue shows originating in Washington. He came to Washington a year ago after being with NBC in Radio City for eight years. Rodney Erickson, formerly of KMBC, Kansas City, succeeds him on WRC-WMAL.

JEAN HEDLEY, of the radio traffic department of J. Walter Thompson Co., has transferred to the radio department of Lord & Thomas of Canada, Toronto.

DANA JONES Co., Los Angeles, is now located in new offices at 950 S. Broadway.

ROSSITER HOLBROOK, formerly vice-president of Frank Best & Co., New York, has joined Wesley Associates, New York, as account executive in charge of the Wright R. Baker, Ossining (Stirizol powder) account, and Castle Bread, an imported health bread distributed in this country by Swedish Produce Co., New York.

BILL MOORE succeeds Pauline Swanson as Hollywood manager of Tom Fizdale Inc., national radio publicity service, effective Dec. 1. Virginia Lindsay joins the Hollywood staff, moving over from Helen Ferguson Agency, that city.

IT WAS a serious moment for (l to r) Joe Penner, featured comedian on the NBC-Blue *Tip Top Show*, sponsored by Ward Baking Co., when, with the assistance of Glan Heish, producer for Sherman K. Ellis Co., agency servicing the account, and Arnold Maguire, NBC Hollywood director, he had to cut script to meet alloted half-hour time for the weekly program. Heish also is staff producer of KFI-KECA, Los Angeles.

ARTHUR KUDNER, president of Arthur H. Kudner, New York, is directing all advertising and publicity for the annual Red Cross Roll Call, as chairman of the New York Chapter.

RAYMOND R. MORGAN Co., Hollywood, has added as account executives Ralph Ledder, formerly advertising manager of the City of Paris Department Store of San Francisco; Hal Peery, owner of a restaurant chain in France and formerly with Frank W. Birely Co., Hollywood; and Robert Temple, formerly sales manager for Cosray soap and cosmetics.

ROBERT GALLAGHER has been named manager of the Chicago office of James L. Lunke & Associates.

ADDISON SMITH, assistant producer of Benton & Bowles, Hollywood, has been transferred to the agency's New York radio department. On Nov. 9 he married Maxine Plankard of Los Angeles at Yuma, Ariz.

TEVIS HUHN, former CBS production director of *Major Bowes*, *The Goldbergs*, *Hour of Charm* and others, has joined the radio department of Warwick & Legler, New York.

WILLIAM J. WILLIAMSON, formerly sales manager of WKRC, Cincinnati, has joined the sales staff of Ralph H. Jones Co., Cincinnati agency.

DOORWAY (Ky.) IS CLOSED TO BIG SALES!

Simply because few people live there, Doorway (Ky.) is pretty much a *closed proposition* so far as *sales* are concerned. That's why Doorway and a thousand other Kentucky hamlets, *combined*, can't give you a market to compare with the rich Louisville Trading Area. THE MILLION BUYERS who live in and around Louisville make two-thirds of *all* Kentucky purchases! And these ready-made customers tune to WAVE because we give them the *newest* news, the best on N.B.C., and the finest local programs. Broadcast over WAVE, *your* story reaches *only* the people who matter! . . . How about it?

LOUISVILLE'S **WAVE**

INCORPORATED

1000 WATTS • • • 940 K.C. • • • N.B.C.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

NOW AVAILABLE ON WCOA Pensacola, Fla.

. . . *NBC Red & Blue*

FULL AP NEWS SERVICE

Six 15-minute periods being broadcast daily as exclusive news service for Northwestern Florida and Southern Alabama. Service adaptable to any advertiser's needs. See us for availabilities.

JOHN H. PERRY ASSOCIATES

National Representatives

ERNEST FRANK, formerly an executive of the *San Francisco Examiner* and prior to that head of Ernest Frank & Neiman Adv. Agency, Chicago, has organized the agency of Ernest Frank Associates, in Monterey, Cal. Associated with him are Malcolm Dewees, Ronald Johnson, Phyllis L. Smith and Nina Post, all well-known in Pacific Coast radio and advertising.

ALFRED J. SILBERSTEIN, New York, has moved its advertising offices to 9 East 40th St. New telephone is Murray Hill 3-6232.

EDWARD E. ROTHMAN, former vice-president of MacManus, John & Adams, Detroit, has joined the New York office of BBDO.

HOWARD MERRILL, formerly of *Esquire* Magazine, has joined the radio department of Pedlar & Ryan, New York.

CLARK H. GETTS Inc., New York talent agency, has established West Coast offices in the Hotel Roosevelt, Hollywood, with W. H. Voeller in charge as manager.

D. NEWTON LOTT, formerly vice-president of Clover Adea Service, Chicago, has joined Glasser Adv. Agency, Los Angeles, as account executive.

JOSEPH C. DONAHUE, Hollywood radio manager of Wm. Esty & Co., married Mary Margaret Eastman, Los Angeles and Boise, Ida. socialite, at Las Vegas, Nev., on Nov. 7.

MILTON J. BLAIR, former account executive on the Richfield Oil Corp. account for Sherman K. Ellis & Co., New York, has been appointed vice-president of the agency.

NICHOLAS T. AGNETA, associate in the Charles H. Allen theatrical agency, New York, has been placed in charge of the agency's radio department.

JOHN P. COHANE, formerly account executive of J. Walter Thompson Co., New York, has joined Lord & Thomas, New York, as account executive in charge of printed advertisements on the Lucky Strike account.

DON FRANCISCO, president of Lord & Thomas, New York, on Nov. 15 is broadcasting on NBC-Blue a half-hour discussion of modern business problems, titled "Business Needs Friends", during the Chicago Better Business Bureau Banquet at the Palmer House.

J. L. BOGERT, vice-president of Benton & Bowles, New York, and executive on the Colgate-Palmolive-Peet account, has been named director of research for the agency. Adolph J. Toigo, for two years a member of the agency's research staff, has been made manager of the research department.

HAWLEY ADV. Co., 95 Madison Ave., New York, has gone out of business and is now in the process of liquidation under the direction of W. H. Meyer, Hohokus, N. J.

MARION MOORE GOBLE, wife of Edward R. Goble, president of Stack-Goble Adv. Agency, Chicago, died Nov. 6, 1939. She is survived by her husband and son, Edward Alden Goble, also a member of the agency.

Glasser Agency Placed On AFRA's Unfair List

AMERICAN Federation of Radio Artists, in first official disciplinary action since the adoption of the AFRA code of fair practice for talent employed on commercial programs went into effect last February, has placed the Glasser Adv. Agency, Los Angeles, on its "unfair list" and forbidden members to work for it. Action of the national board followed similar action by the union's Los Angeles local, which claims that the agency violated the code by refusing to pay for auditions.

AFRA committee on a code for electrical transcriptions is reaching the end of its work, with expectations of completing its task and having the code ready for presentation to the union's locals for ratification within a week or so, it was stated at AFRA headquarters. Following approval by the membership the code will then be presented to the manufacturers of transcriptions for acceptance, probably by the first of the year.

WILLIAM DAVIDSON has resigned as account executive of KRKD, Los Angeles, and is organizing an agency under his own name, with offices at 417 S. Hill St.

MITCHELL SUTHERLAND, formerly promotion manager of the *Los Angeles Examiner*, has been appointed Seattle manager of Ruthrauff & Ryan. Frederick Duerr, who formerly held that post, has been promoted to contact man, dividing his time between Seattle and San Francisco. Charles Perrine remains San Francisco manager.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C.

MISSISSIPPI'S OIL FIELD "ARRIVES"

Mississippi's oil field definitely proven.

Jackson and surrounding area continues to reap a rich reward from "Black Gold."

Hotel and office buildings taxed to capacity.

New office building contemplated in Jackson.

Gear your advertising for results. Use WJDX. Mississippi's dominant radio station will help you "spud in" this rapidly developing market area.

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE

The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

"ONLY KSFO WAS THERE"... one of a series

Not a coach left his campus ...but KSFO brought five of them together!

● Come what may, California is a football country and Northern California proves it with five major collegiate elevens.

● Last week, KSFO staged the biggest football show of the year ... an annual mid-season roundup with Associated Oil Company's Sportcaster Doug Montell visiting California, Stanford, Santa Clara, St. Mary's and San Francisco gridirons ... along with KSFO's portable recorder.

● With music and everything else in live talent form, the waxed "on-the-spot" interviews became parts of the show ... and it was a wow!

● That's showmanship ... the sort of thing that, plus famous Columbia features, keeps KSFO at the peak of popularity in Northern California.

KSFO 560 KC
PALACE HOTEL
SAN FRANCISCO
COLUMBIA BROADCASTING SYSTEM
REPRESENTED NATIONALLY BY FREE & PETERS, INC.

CAMERA bugs get the call on *Adventures in Photography*, which started on NBC-Blue Nov. 8, and is heard Wednesdays, 10:30-11 p. m. (EST). The new series presents dramatizations of outstanding episodes in the history of photography, a weekly stump-the-expert quiz, discussions of photographic problems, and incorporate a nationwide picture contest in which prizes ranging from $100 to $5 are awarded every six weeks for the best pictures "symbolic of the NBC-Blue Network, NBC-Blue Network programs or personalities". The series complements NBC's new art appreciation series, *Art For Your Sake*, heard Saturday nights.

WSIX

"The Voice of Nashville" Tennessee

Offers chain breaks and minute announcements at low cost. Wire for available time and rates.

•

Mutual Broadcasting System

HEADLEY-REED CO., NATIONAL REPRESENTATIVE

Purely PROGRAMS

Listeners' House

AS A building promotion stunt, KJR, Seattle, last April announced its intention to build a model home, making the announcement through Ann Sterling's *A Woman Wonders* feature on the station. Miss Sterling requested on the daily quarter-hour that women listeners send in their pet ideas for a moderate-priced home. Architects sifted through the construction ideas sent in and used the best in building plans for the house, named the Ann Sterling Home. During construction Miss Sterling related the building's progress, along with an outline of the features incorporated in the structure which were offered by listeners.

* * *

Palate Pleasers

WOLFERMAN'S Inc., quality grocery firm in the Southwest, has started a six-weekly five-minute program, *Good Things to Eat*, as a test on WKY, Oklahoma City. The program features Mrs. Audrey K. McAllister, shopping expert, with food tips and buying hints.

* * *

The Better Halves

WIVES of WLS, Chicago, staff members are interviewed on the daily *Feature Foods* series which features Martha Crane and Helen Joyce. Mrs. Harold Safford, wife of the WLS program chief, was interviewed Nov. 10 as the series opened.

Song and Drama

LOCALLY produced show, *Dreams Come True*, combining songs and dramatizations of incidents in the lives of famous persons, will be fed to NBC-Blue as a sustaining feature by WRC-WMAL, Washington, starting Nov. 23. The program, featuring the songs of Lynn Allison El Gary, has been sponsored on WMAL the last year by P. J. Nee, Washington furniture firm, and will continue to be heard as a half-hour show locally, Thursdays, 7:30-8 p. m. (EST). The quarter-hour network show, a condensation of the local program, will be heard 6:45-7 p. m. on Thursdays. WRC-WMAL also started another feature on the Blue Nov. 14, an "intimate review" of the Washington scene titled *Washington Calling*, featuring songs by Miss Allison and Gene Archer and local color commentaries by Earl Godwin, NBC Washington commentator. *Washington Calling* is heard 6-6:30 p. m., Tuesdays.

* * *

Sports Queries

NEW sports question-answer program of WIBW, Topeka, Kan., features Ernie C. Quigley, veteran referee and now supervisor of National League baseball umpires. Quigley invites questions from listeners, offering to pay a dollar apiece for usable ones, and answers them on the program. Questions deal with problem-plays on the sports field, and Quigley gives the answer from a referee's viewpoint, along with advance dope on the seasonal athletic competitions and a few personal items about coaches and players with whom he has associated.

* * *

Behind the Front

CONTINUING its special wartime programs, Canadian Broadcasting Corp. scheduled for Nov. 17, 9 p.m., an actuality broadcast from "somewhere in Canada" on *A Day With the Air Force*, giving intimate glimpses of Canada's aviators and technicians during study, daily routine and recreational activities. This is the second in the series of actual scenes of Canada's war training of armed forces, *A Day in the Life of a Recruit* having been aired Oct. 27.

* * *

Musical Merchandising

LISTENERS are asked to identify musical selections on the air in exchange for products they hear advertised by radio on the *Musical Grab Bag* of WHAI, Greenfield, Mass. Chosen at random, a group of listeners are brought to the studio each Sunday night to participate in the recognition contest. There is no charge for merchant participation in the program, but only regular WHAI clients are entitled to participate.

* * *

Behind the Jive

COMBINING transcribed popular dance music with guest stars, usually orchestra leaders discussing their technique as displayed on the records, WMCA, New York, is presenting a new five-weekly quarter-hour series titled *The Modern Music Masters*.

Burned Her Beans

DAWNBUSTERS of WWL, New Orleans, have received some unusual letters, but one from a local housewife takes the cake—or beans. Recently they received a bill for 20 cents from the lady, who explained that she became so interested in listening to the program she forgot all about a mess of red beans on the kitchen stove, and consequently they burned and had to be thrown out. She said she felt that if the program had not been on the air at that time she would have saved her beans, and hence the station should compensate her—which it did with an immediate check for 20 cents, on which she probably will have to pay a 10-cent exchange fee, however.

Between Halves

AIRED at half-time during football games, *Quarterback's Quiz* has started on KVOO, Tulsa, Okla. Listeners send in questions on football in sets of five, along with a grid problem designated as a "quarterback's quandary". Eddie Coontz, color announcer of Tulsa U broadcasts, strolls through the stadium crowd and asks questions, two to a spectator, as well as periodically presenting the special "quandary". Clarkes Clothiers, sponsor of the program, awards merchandise prizes for acceptable questions and correct answers.

* * *

Front Line Background

MAJ. LEONARD H. NASON, U. S. Army Cavalry, retired, well-known author of novels and short stories of the last war, on Nov. 13 started a series of broadcasts on MBS, devoted to presenting the military analysis and background of the action of Europe's armies. Broadcast on Mondays, 9:15 to 9:30 p. m., each program will review the military activities of the previous week.

* * *

Arithmetical Prizes

LISTENERS add up all numbers mentioned on the quarter-hour weekly *Add 'Em & Win* show on WDAY, Fargo, and send in their answers in competition for the six dollar prize offered every week for the correct total. If the exact total is not sent in, the award accumulates week by week until someone wins.

* * *

How to Loaf

SERIES titled *What Can I Do?* has started on WBBM, Chicago, with the purpose of giving listeners hobby slants and hints on how to spend their leisure. A recent show was given to a discussion of making Christmas gifts and decorations. The series is aired under auspices of the local Park District and Public Library.

* * *

Based on Sound

SOUND EFFECTS play a major part in the new thrice-weekly quarter-hour serial, *Adventure Ahead*, on Don Lee Broadcasting System, Los Angeles. Written by Gilbert Doud Jr., the program is dramatized in sound and music by Bob Mitchell, organist. Dave Young handles the narration.

How to get your money's worth from radio advertising

The author is Account Executive, F. J. Low Agency, and Assistant Professor of Marketing, N.Y.U.

Both the radio advertiser and radio salesman will find this new book a valuable aid in making broadcasting profitable for the sponsor and interesting for the listener. It is a complete manual of the fundamentals underlying the rapidly fluctuating standards of listener reaction with sane, practical discussions of each aspect of the advertiser's problems.

Just out RADIO AS AN ADVERTISING MEDIUM

By WARREN B. DYGERT

261 pages, 6 x 9, illustrated, $3.00

Concise, authoritative discussions of:
—Manufacture, production, and placing of transcriptions
—Timing and placing of commercials
—When and how to run contests
—Evaluation of listener surveys and ratings
—How to plan and use spot announcements
—What to avoid in program building
—Sources and rules of censorship; NAB Code
—Testing and placing your program
—Good-will programs vs. actual selling
—Dealer tie-ins and cooperation
—What to look for in time buying
—Setting reasonable objectives for your program

Designed to give the intelligent business man and advertising executive a comprehensive understanding of the fundamentals of radio, in order that he may cooperate wisely with professional radio men and set adequate and reasonable standards for his program.

Covers the field completely from time buying to contests; shows the advertiser what production details it is best to leave to professional radio men.

10 DAYS' EXAMINATION—SEND THIS ON-APPROVAL COUPON

McGraw-Hill Book Co., Inc., 330 W. 42nd St., N. Y. C.

Send me Dygert's Radio As An Advertising Medium for 10 days' examination on approval. In 10 days I will send $3.00 plus few cents postage or return book postpaid. (Postage paid on orders accompanied by remittance.)

Name .....

Address .....

City and State .....

Position .....

Company BR-11-39

(Books sent on approval in U. S. and Canada only.)

Lynchburg House

COOPERATING with local contractors and building supply dealers, WLVA, Lynchburg, Va., built a $6,000 model home, built a radio series about it, and sold time cooperatively to participating builder-sponsors. Promotion boosted the FHA finance plan for home builders and also directly advertised the services of participating sponsors, who furnished their wares to WLVA at regular prices and then ploughed back part of their receipts in radio advertising. WLVA's special program, *The Newlyweds*, chronicled the first meeting of a couple, their subsequent marriage and decision to build a house, all leading to the descriptions of the home actually being built in a local subdivision. When the residence was completed, and the series ended, WLVA sold it at cost price.

* * *

War Serial

RADIO serial following day-to-day wars news developments is *True Adventures of Gary & Jill* on Texas State Network. Using UP news dispatches, Jimmy McClain, assistant production manager, writes the show, shifting his characters about the European scene as the center of war interest changes. Gary and Jill are newspaper correspondents on the various spots. A thread of romance makes the series a sugar-coated resume of foreign developments.

* * *

Current News Background

SUMMARIES of current history, designed to correlate world events for the listener by supplying historical background, are furnished on *Military Digest*, heard weekly on WMEX, Boston. Capt. Wallace F. Safford, formerly of the U. S. Army, is commentator.

* * *

Reddy's Tips

SPECIALIZING in local news, the *Reddy Kilowatt News* program sponsored thrice-weekly on KFRO, Longview, Tex., by Southwestern Gas & Electric Co. pushes direct sales of electrical appliances by reminding subscribers such purchases may be made on light bills.

* * *

INTERVIEWS with well-known persons in the music world, conducted by Mrs. M. C. Sloss, member of the board of governors of the San Francisco Symphony Assn., are provided on the new *Know Your Symphony* series on KPO, San Francisco.

PRIZES awarded juvenile entertainers on the *Popularity Contest* series sponsored on WSGN, Birmingham, Ala., by the local Parisian store to push Red Goose Shoes for children include Scotty pups and this Crosley auto. Talented local youngsters are presented on the program each Saturday morning, and listeners vote for their favorites, winners receiving a puppy each week—eight have been given away to date—and the car, which will be awarded at Christmas, as grand prize. Perched in the tonneau is one of the recent winners holding an armload of prize Scotties.

* * *

Doorbell Ringer

FOR its new copyrighted feature, *Lucky Doorbell*, KPAC, Port Arthur, Tex., sends a representative into the local residential section 15 minutes before each broadcast to inquire of housewives if their pantries contain the sponsor's products. First three homes with the product receive cards entitling each housewife to free merchandise awards. Their names are phoned to studio in time to be tied in with current show, which is built around the "ringing doorbell" and a woman commentator.

* * *

Food Oddities

ODDITIES in foods are chronicled on a new program, heard weekly on WJSV, Washington, by Bob Pilgrim, who draws the "Food for Thought" cartoons appearing in *Family Circle* magazine. Cartoonist Pilgrim is assisted by Elinor Lee, WJSV home economist.

* * *

For Rent

RENTAL listings are provided regularly on the new *Home Finders Bureau*, heard on KGMB, Honolulu, under participating sponsorship by local realtors.

Localized Motif

WITH Herb Allen as narrator, and Wesley Tourtellotte, organist, furnishing musical background, KECA, Los Angeles, has started a unique weekly quarter-hour program titled *Meanwhiling*. It is built around the scenes and sights of widespread Los Angeles. Interwoven with colorful descriptions of various locales, are intimate human-interest stories of people and drama of their lives. Dave Nowinson is writer of the series.

* * *

Bay State Progress

THE 192 Mutual Savings Banks of Massachusetts have started their second season sponsoring *Massachusetts on the March*, heard weekly on WBZ-WBZA, Boston-Springfield. The program dramatizes the lives of famous Massachusetts people and important historical events of the commonwealth. An interview with a well-known person closes each program.

* * *

Mah Jong Revived

THE Chinese tile game Mah Jong, highly popular some years ago, is staging a comeback on a series of twice-weekly five-minute programs on WHN, New York, during which Dorothy Meyerson, author of many books on the game, teaches the radio audience its intricacies.

* * *

From the News

NEWS quiz, *Do You Read the News?*, on WIOD, Miami, offers cash prizes to studio audience contestants for answers to questions taken from clippings of the preceding week's editions of the *Miami Daily News*, sponsor of program.

* * *

Day of Thanks

DRAMATIZATION of the history of Thanksgiving Day, with an immigrant about to become an American citizen as guest of honor, will be presented on NBC-Blue on the hour-long *Thanks to America* program Nov. 23, part of the series NBC is dedicating to the development of American civilization.

* * *

Worse and More of It

PRIZES are offered listeners for ideas on how to make cornier than ever the *World's Worst Program*, heard on WIBG, Glenside, Pa.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

Xmas

Take WDRC's gift of 1 million bonus circulation, and use it to sell your product this Xmas. Wire or phone for availabilities, because there isn't much time left that's available. Too many advertisers who use WDRC *day in, day out*, renew their contracts year in, year out. They know there is a Santa Claus.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY

SETTING THE RECORD!

WHN

TRANSCRIPTION SERVICE

1540 BROADWAY, N. Y. C.

BRyant 9-7800

Off-the-air or studio programs or announcements soar to new highs in recorded reproduction when made the WHN-Fairchild Precision way. You'll say their brilliant quality surpasses higher-priced processes, but the low cost will amaze you. Ask for transcription rate card.

WCBS IG IN GREENSBORO, N.C.

"THE BEST PUBLIC SERVICE IS THE BEST BUSINESS"...

This is the code followed by WBIG, in Greensboro, and the reason that WBIG has a great and loyal audience for eighteen hours a day. Now with new equipment and new approved site, WBIG broadcasts

5000 Watts Day

1000 Watts Night

Where Business Is Good

WBIG is the dominant station in the richest and most populous area in the South. Greensboro, North Carolina, home city of WBIG, centers a fifty mile radius that shows more automobile registrations, more population, more annual wages paid and greater value of manufactured products than any like area surrounding any other southern city.

Write Edney Ridge, director, for "3 GREAT MARKETS". It's free for the asking.

COLUMBIA AFFILIATE

IN GREENSBORO, N.C.

George P. Hollingbery Co., National Representatives

AGENCY Appointments

McKESSON & ROBBINS, Bridgeport, to Sherman K. Ellis, New York, for Calox Tooth Powder, and J. D. Tarcher Co., New York, for Albolene Solid Cleansing Cream, Yodora Deodorant Cream and Soretone Rubbing Liniment. Bowman & Columbia, New York, continues to handle all liquor advertising. No plans have been made.

FLORIDA CITRUS Exchange, Tampa, Fla. (Florigold, Seald-Sweet fruits), to Irwin, Wasey & Co., New York. Radio will be included in the advertising plans which are still indefinite.

CUDAHY PACKING Co., Chicago (Brev shortening), to Blackett-Sample-Hummert, Chicago.

WORCESTER SALT Co., New York, to Sherman K. Ellis, New York. No plans made yet.

BIOFOODS Corp., New York, to Deutsch & Shea, New York, for Palm-Co Cocoanut Milk. Radio will be used later this year.

FAIRFIELD Mfg. Corp., New York (Packard shavers), to Al Paul Lefton Co., N. Y.

GEBHART CHILI POWDER Co., San Antonio, to Pitluk Adv. Co., San Antonio.

R. M. HOLLINGSHEAD Corp., Camden, to H. B. LeQuatte, New York, for Whiz household waxes and polishes. No advertising plans made as yet.

PEGASUS CLUB, Rockleigh, N. J. (polo club), to Gans Adv. Agency, Newark. Currently using WNEW, New York, nightly with quarter-hour programs, and other stations may be added.

BREWING Corp. of America, Cleveland (Carling's beer & ale), to Campbell-Ewald Co., N. Y.

HOTELS STATLER Co., New York, to Young & Rubicam, N. Y.

BERG-WILLIAMS Corp., New York (Dura-Perl Powdered Dentifrice), to Morgan Reichner & Co., N. Y. Radio probably will be used after first of the year.

Combined Network Billings in October Reach All-Time Record of $8,014,128

COMBINED time sales of the major networks during October reached a new all-time high of $8,014,128, bringing the cumulative total for the year to $66,946,748, with less than $5,000,000 more needed to pass the total for the complete 12 months of 1938. The October total was 23.1% ahead of the $6,509,130 combined total for the same month of last year and for the ten-month period this year's cumulative total surpassed the $58,261,641 mark at this time last year by 14.9%.

Individually, all networks attained new highs for the year in October. CBS showed the largest gain over October 1938, both in dollars and in percentage, with $3,366,654, an increase of 41% over the $2,387,395 billed in the same month of last year. For the 10-month period, CBS billings totaled $27,532,088, 23.1% more than the $22,362,927 billed during the same period of 1938.

Mutual's October total of $428,221 topped its $347,771 of 1938 by 23.1%, slightly higher than its average increase of 20.8% for the year to date, when 1939 cumulative billings of $2,685,038 are compared with 1938 billings of $2,222,026.

NBC's October total of $4,219,253 may be broken down into $3,321,128 of Red Network billings and $898,125 of Blue billings. For the ten-month period, Red time sales totaled $28,442,130 and Blue sales $8,287,492, making an NBC cumulative total of $36,729,622, passing last year's ten-month total of $33,676,688 by 9.1%.

Gross Monthly Time Sales

NBC

	1939	% Gain over 1938	1938
Jan.	$4,033,900	6.3%	$3,793,516
Feb.	3,748,695	7.2	3,498,053
March	4,170,852	9.6	3,806,831
April	3,560,984	7.6	3,310,505
May	3,702,102	8.4	3,414,200
June	3,382,404	5.7	3,200,569
July	3,283,555	11.0	2,958,710
Aug.	3,312,570	12.6	2,941,099
Sept.	3,315,307	11.3	2,979,241
Oct.	4,219,253	11.8	3,773,964

CBS

Jan.	2,674,057	—7.1	2,879,945
Feb.	2,541,542	—5.2	2,680,335
March	2,925,684	—3.6	3,034,317
April	2,854,026	17.7	2,424,180
May	3,063,329	25.4	2,442,283
June	2,860,180	34.8	2,121,495
July	2,311,953	69.1	1,367,357
Aug.	2,337,376	64.2	1,423,865
Sept.	2,563,132	60.0	1,601,755
Oct.	3,366,654	41.0	2,387,395

MBS

Jan.	315,078	16.7	269,894
Feb.	276,605	9.2	253,250
March	306,976	31.8	232,877
April	262,626	38.6	189,545
May	234,764	20.9	194,201
June	228,186	12.7	202,412
July	216,583	29.6	167,108
Aug.	295,410	24.7	164,626
Sept.	210,589	5.1	200,342
Oct.	428,221	23.1	347,771

Fixed Fee for Fights

NBC has notified all its affiliates carrying the fight broadcasts sponsored by Adam Hats, New York, that, effective with the Ambers-Armstrong fight on Dec. 1, they will receive one half-hour's compensation regardless of the time consumed by the fight. The network has been paying stations full time up to the nearest five minues heretofore, with some fights lasting only a few minutes while some have run as long as an hour.

AUGUST J. BRUHN, Los Angeles manager of McCann-Erickson, was elected chairman of Pacific Council, American Association of Advertising Agencies, at its annual convention at Del Monte, Cal., late in October. Bruhn, who has been with McCann-Erickson Inc. for more than 20 years, is also Pacific Coast member of the AAAA national executive board. W. H. Horsley, president of the Pacific National Adv. Agency, Seattle, was re-elected vice-president of the Council, with Dan B. Miner of Dan B. Miner Co., Los Angeles, continuing as secretary-treasurer.

PROCTER & GAMBLE SHIFTING SERIALS

PROCTER & GAMBLE Co., Cincinnati, on Nov. 13 shifted the broadcast time of nine NBC programs, added one program to NBC-Blue, and shifted and added stations to two CBS programs, all heard Monday through Friday, as follows:

On the Red Network, *Vic and Sade* (Crisco) shifts from 4:30-4:45 p.m. to 3:45-4 p.m.; *Road of Life* (Chipso), from 11:45-12 noon to 11:15-11:30 a.m.; *Houseboat Hannah* (Lava soap), from 11:45-12 noon to 11:15-11:30 a.m.; *Against the Storm* (Ivory soap), from 5:15-5:30 p.m. to 11:30-11:45 a.m.; *Midstream* (Teel), from 4:45-5 p.m. to 5:15-5:30 p.m. On the Blue Network, *Right to Happiness* (Ivory soap), from 11:15-11:30 a.m. to 10:15-10:30 a.m.; *The Story of Mary Marlin* (Ivory), from 11-11:15 a.m. to 10:30-10:45 a.m.; *Pepper Young's Family* (Camay), from 11:30-11:45 a.m. to 11-11:15 a.m.; *Guiding Light* (Ivory), from 3:45-4 p.m. to 11:45-12 noon, and added *Midstream* (Teel) to the Blue, 10:45-11 a.m. The company also added 12 stations to *Vic & Sade* on NBC-Red.

On CBS, *Road of Life* (Chipso and Oxydol), 1:30-1:45 p.m., and *This Day Is Ours* (Crisco), 1:45-2 p.m. have exchanged times. Sixteen stations were added to *Road of Life*, making a total of 39, and 11 stations added to *This Day Is Ours*, totaling 48.

Blackett-Sample-Hummert, Chicago, handles the Lava soap account; H. W. Kastor & Sons, Chicago, handles Teel dentifrice; Pedlar & Ryan, New York, handles Camay soap, Chipso and Oxydol, and Compton Adv., New York, is agency for all the other above mentioned products.

Durstine Account

ROY S. DURSTINE, president of his own agency, formed last August in New York, has announced the first new account and special commissions to be handled by the agency. The account is Red Rock Bottlers, Atlanta, a 50-year old company which recently issued franchises to bottlers in various parts of the country for Red Rock Cola and Fruit Flavors. The agency will also do general advisory work for the Borden Co., New York, and will be retained by Oppenheim, Collins & Co., New York department store, for merchandising and advisory work. Recent additions to the agency's staff include W. F. Wolfe, formerly of Swift & Co., Andrew Jergen's Co., and BBDO for marketing work; Irma Phorylles, formerly of Jane Engel, New York (dress shop), as copywriter, and Harvey A. Spooner, previously of BBDO, as art director.

KSFO, San Francisco, has announced a general increase of 15%, effective Dec. 1, 1939, over all rates listed in its Rate Card No. 3.

At the Stroke of ONE!

. . . the roar of a plane's motor announces the DAWN PATROL to Detroit's revelers and night shifts.

This three-hour program of entertainment is dedicated to the patrons of the thousands of all-night restaurants, gasoline stations, drug stores and bars in this area. People who can buy anything from razor blades and cigarettes to motor cars and yachts.

Popular? . . Successful? Emphatically, yes. But let Joe McGillvra tell you about it and the attractive LOW RATES —or phone, wire or write

CKLW

5000 WATTS • CLEARED CHANNEL

3300 UNION GUARDIAN BUILDING • DETROIT

WBAL means business in Baltimore

Reps

JOHN SHELTON, of the Chicago office of WOR, Newark, sustained a broken knee cap in an automobile accident Oct. 28. Mr. Shelton is convalescing in Mercy Hospital following an operation on his knee.

CMHD, Caibarien, Cuba, has appointed Broadcasting Abroad, New York, as its representative in the United States and Canada.

JOHN LIVINGSTON, Pacific Coast manager of International Radio Sales, station representatives, recently moved his headquarters from Los Angeles to the Hearst Bldg. in San Francisco, dividing time between the two cities.

HOMER OWEN GRIFFITH, Hollywood, has been appointed Southern California representative of KJBS, San Francisco, effective Dec. 1, and West Coast representative of KID, Idaho Falls, Idaho.

WSAL Hearing

HEARING on revocation proceedings against WSAL, Salisbury, Md., were automatically issued Nov. 9 when Frank M. Stearns, licensee of record for the station, filed a hearing request with the FCC. Under the show cause order against the station, alleging fraud and failure to make a "full disclosure" in the original station application, a hearing is automatic [BROADCASTING Nov. 1]. Simultaneously, the FCC had designated for hearing renewal applications of WQDM, St. Albans, Vt., and WBAX, Wilkes-Barre, Pa., with Glenn D. Gillett, Washington consulting engineer, mentioned by virtue of acquisition of financial interests in the stations.

Ready to Shoot

RADIO director's dream was realized recently by C. L. Menser, of the Gardner Adv. Co., Chicago, when he started the Ralston-Purina script series *Adventures of Tom Mix* on NBC-Blue. In his hand were 65 complete scripts written by Charles Tazewell, representing 13 weeks on the air. "The actors know far in advance when they appear on the show and the director's work is about cut in half," Mr. Menser said.

Fox to Raymer

J. LESLIE FOX, well-known midwestern broadcaster who retired from radio more than a year ago, has joined Paul H. Raymer Co. and has established an office in Los Angeles for the representation firm. His headquarters are 530 West Sixth St. For the last year Mr. Fox has operated a Sweet Shop in suburban Los Angeles. He was formerly general manager of KFH, Wichita, and afterward served in executive capacities with such stations as WSM, Nashville; WMCA, New York, and KMBC, Kansas City.

LATEST of the sport celebrities to make his debut as a radio sports commentator is Benny Friedman, former Michigan All-American quarterback and coach of the City College of New York football team, who began a series of quarter-hour programs, *The Sunday Morning Sports Page*, on Nov. 12 on WMCA, New York.

Work Starts on Addition To CBS Hollywood Plant

CBS has started construction of a new $200,000 building which will house two additional studios, adjoining the present Hollywood structure at Sunset Blvd. and Gower st. The new building, designed by John and Donald B. Parkinson, Los Angeles architects, will require approximately four months to erect, and is to be opened to the public March 1, 1940, according to Donald W. Thornburgh, CBS Pacific Coast vice-president. The structure will harmonize with the modern, functional style of the main studios and executive building of CBS, which were opened April 30, 1938.

Dimensions of the two-story addition will be 135 by 105 feet. It will be located directly east of Columbia Square Playhouse, with entrance to the new studios facing the patio on Sunset Blvd. New studios will be soundproofed and equipped with the latest RCA broadcasting facilities. Stages will be 50 by 36 feet and each studio is to seat approximately 400 persons, all on the first story level. Second floor of the air-conditioned building will be laid out for script department offices, public lounges and dressing rooms for artists. CBS neon signs will grace the building corners at both Gower st. and Harold Way.

Ford Cancels CBC

FOLLOWING the ruling by the Canadian Broadcasting Corp. that radio talks of W. J. Cameron on the Ford *Sunday Evening Hour* on CBS would no longer be broadcast on CBC stations [BROADCASTING, Nov. 1], Wallace R. Campbell, president of Ford Motor Co. of Canada, announced that, effective Oct. 29, the entire program "will no longer be heard on CBC, because Mr. Cameron's talks are a vital part of the *Sunday Evening Hour*." The CBC had issued a statement that the Cameron talks were barred because "The CBC Board of Governors decided a year ago that broadcasts of opinion or comment on current controversial affairs were not eligible for commercial sponsorship."

Biggest Blue Hookup

GENERAL FOODS Corp., New York, on Nov. 20 will start *Young Dr. Malone* five-weekly quarter-hour dramatic series on the largest daytime group of NBC-Blue stations now used, totaling 57. Heard 11:15-11:30 a. m., the program will promote Post's 40% Bran Flakes on 53 of the stations and Huskies on the remaining four. Tested via transcription this summer on 15 stations, the series will also be heard on 17 stations at varied times on World transcriptions. Benton & Bowles, New York, is agency.

Latin American Gains

AMERICAN advertising on Latin American stations has increased in the past few weeks, according to Conquest Alliance, New York, foreign station representative. Although American exporters are still cautious about making commitments and are carefully studying figures on imports before and since the European War, the possibility of heavy imports to the South and Central American countries has increased, especially in the drug and heavy machinery field. No definite accounts using the stations could be learned, but future months should show additional business for the stations, the foreign representatives stated.

Peace Army!

*6,420

WWVA listeners

—charged the Wheeling Market Auditorium Saturday, October 14, to see 50 of their "friendly" entertainers present the Sixth Annual WWVA Harvest Home Festival Jamboree. It was the 349th Saturday night presentation of "The greatest show on the air for a quarter"!

It was a peace army we will not soon forget—it was an army of friends that would have been a tribute to any cause. It is the same army of "faithfuls", and many more, that make WWVA "The Friendly Voice From Out of the Hills of West Virginia" a real buy in results.

*Plus the hundreds that could not gain admittance.

WWVA

5,000 WATTS AT WHEELING, WEST VA.

COLUMBIA Station at Eleven-Sixty

on 2,085,666 Radio Dials

JOHN BLAIR CO — National Representatives

377 personal appearances

by KMBC Staff Artists—playing to nearly half a million people—have been booked so far this year within KMBCalling distance . . . all but 47 outside Greater K.C.!

•

And every act suffering "Candidate's Wrist" from shaking hands with their farmer friends in the nation's FIRST cash wheat market!

•

Ask Free & Peters for the whole exciting story of KMBC's Farm Programs: 5 AM to 6:45 AM, Mon. through Sat.; 12 Noon to 12:30 PM, Mon. through Sat.; Brush Creek Follies, 10 to 11 Saturday night!

KMBC OF KANSAS CITY

The Program Building and Testing Station

MONTANA'S MOST DENSELY POPULATED AREA
Gene Furgason & Co., Representative

This picture reproduced on copper will be sent you on request.

Studio Notes

PENN TOBACCO Co., Wilkes-Barre, Pa., on November 9 contributed the *Vox Pop* program on CBS to the assistance of the United Hospital Campaign of New York, with Wally Butterworth and Parks Johnson conducting the program from the interne's recreation room of New York's Roosevelt Hospital. Later that evening the team presented another special broadcast for the Campaign on WMCA, New York, 10-10:30 p. m. Ruthrauff & Ryan, New York, handles the account.

ON ARMISTICE Day, Nov. 11, NBC and MBS broadcast the noonday services at the Tomb of the Unknown Soldier, Arlington Cemetery, held under auspices of the American Legion. CBS presented a special international broadcast at noon under auspices of the Carnegie Endowment for International Peace, with five statesmen speaking from New York, Havana, Rio de Janeiro, Panama City and Washington, D. C. Bill Henry, CBS correspondent with the British expeditionary forces in France, gave a description of the signing of the World War Armistice, 21 years ago, on the CBS nightly news broadcast, *Today in Europe*, on Nov. 10.

KHUB, Watsonville, Cal., to supplement the local demand for football broadcasts, partly satisfied by network coverage of big games, sends a crew to games of the local high school and junior college to transcribe play-by-play descriptions, which are then rebroadcast in the evening. The special events crew, including Gordon Roth, Jack Wagner and Manager Marion S. Walker, has traveled as far as 125 miles from Watsonville to cover games of the local teams this season.

SONS AND DAUGHTERS of WHB staff members were guests of honor at a studio party in Kansas City late in October. Program Director Dick Smith and Announcer Les Jarvies interviewed the kids and their parents, all of which was recorded and filed away for future reference. Posing are (seated, l to r) John Nelson Rupard Jr. (son of J. Nelson Rupard, program supervisor); Judith Ann Hall (Ed Hall, operator); Suzanne Straight (M. H. Straight, Kansas City sales manager); Virginia Lew Baird and Sara Jane Baird (Lew Baird, operator); Penny Riley Wolfe (with Dorothy Lee Riley, vocalist); Bobby Gene Moore (Gene Moore, organist, with Mrs. Moore); Bruce Parker Hull Jr., (with Marge Turner Hull, vocalist). Standing are Phyllis Mary Baird (Lew Baird); Glenn Wise (Pearl Wise, traffic manager); Frances Jane Rupard (J. Nelson Rupard); Louise Stanford (step-daughter of Virg Bingham, pianist); Charles Goldenberg (Henry Goldenberg, chief engineer); Alan Yorke Smith and Jane Smith (Dick Smith, program director); Jim Nutter (Frank Nutter, salesman); Heywood Hodder Davis (Don Davis, president). John T. Schilling, WHB general manager, conceived the party idea.

EIGHT noted NBC dance orchestras rotating in 20-minute shifts, will provide dance music following the concert to be held Nov. 27 at Madison Square Garden, New York, for the benefit of the Musicians Fund of Local 802 of the AFM. The concert will be conducted by Dr. Frank Black, NBC music director, with a 150-piece symphony orchestra.

NBC has started the second series of discussion groups for its New York employes to give them a more complete picture of the company and its detailed activities. Arranged by Ashton Dunn of NBC personnel service, the discussions are scheduled throughout the winter, the head of a different division of the network giving a brief talk at each succeeding session.

KNOK, St. Louis, has started a new winter series, *Dinner With the Stars*, originating at the dining table of members of the cast of visiting Broadway road shows. The program, presented in cooperation with the local American Theater, airs cast's opinions and conversations about the theater, stars and plays.

BRESLAW BROS., furniture chain operating nine stores in upstate New York and buyers of station time for 10 years, has started sponsoring the *Landt Trio* in half-hour weekday shows on WGY, Schenectady. The Landts—Karl, Dan and Jack, with their accompanist, Curly Mahr—have moved to Schenectady, planning a series of theater appearances and other non-conflicting radio work.

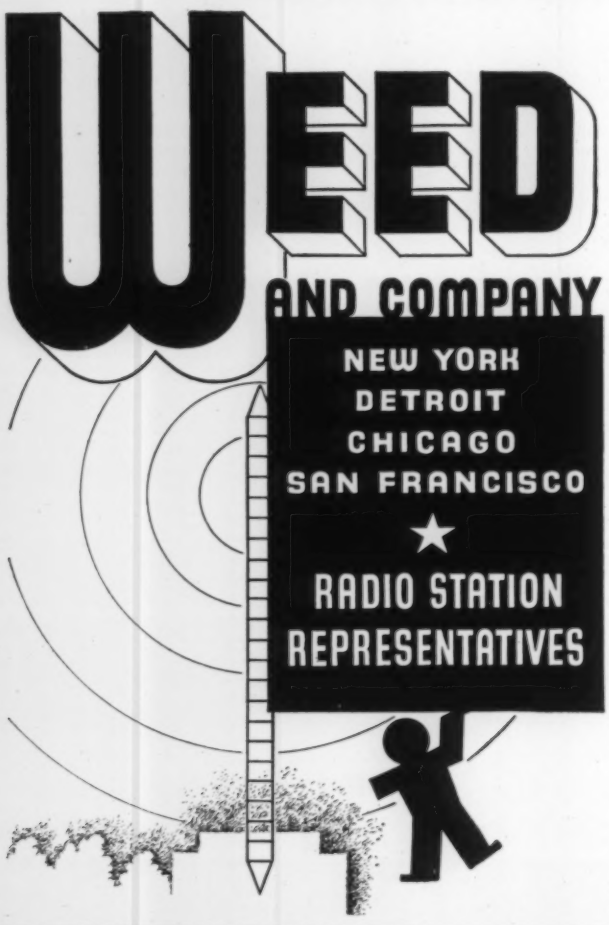
TO DEMONSTRATE further the ability of radio facsimile as an educational force, WOR, Newark, recently broadcast special lessons in model airplane building during its nightly facsimile transmissions. Prepared by John Gambling, conductor of the *Model Airplane* program on WOR, and Stan Coe, the lessons included diagrams and written text of interest to model airplane makers.

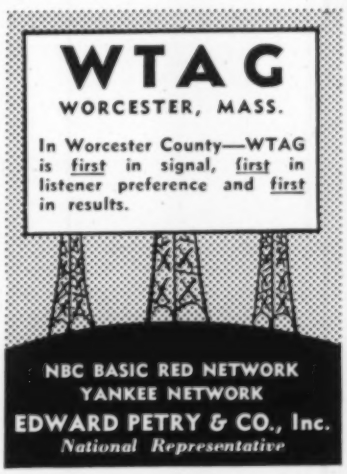
WDRC, Hartford, one of the oldest broadcasters in the country and pioneer Connecticut unit, will celebrate its 17th birthday anniversary in December. A special birthday program is being planned by station executives to commemorate the event. The station was founded in December, 1922, by Franklin M. Doolittle.

SEVERAL employes of KFRO, Longview, Tex., during November are collecting their first annual bonus under the plan inaugurated a year ago by James R. Curtis, KFRO president, whereby the station set aside a dollar each payday for individual employes, yielding a $50 bonus at the end of the year. In addition the station has furnished each employe a one-year hospitalization policy which provides up to 35 days hospital service for employes and their families.

CLAIMED the oldest continuous daily sustaining program in the Southwest, the *Early Bird* morning feature of WFAA, Dallas, on Nov. 9 celebrated its 3,000th consecutive broadcast. The show has been carried without interruption at 7 a. m. six days a week since it started March 31, 1930. Special show, built around the *Early Bird* history, was produced on the anniversary, with Eddie Dunn, master of ceremonies; Bill Karn, announcer, and Karl Lambert and the *Early Bird* orchestra participating.

CANADIAN BROADCASTING Corp. inaugurated on Nov. 8 an official time signal every day at 12:59 p. m. (EST), from the Dominion Observatory, Ottawa. A series of dots, marking the second, are transmitted. These continue until exactly ten seconds before 1 p. m., and are followed by ten seconds silence. The beginning of the long dash, following the silence, marks exactly 1 p. m.




WTAG
WORCESTER, MASS.
In Worcester County—WTAG is first in signal, first in listener preference and first in results.
NBC BASIC RED NETWORK
YANKEE NETWORK
EDWARD PETRY & CO., Inc.
National Representative

WOR, Newark, on Nov. 8 broadcast a special program of the ceremonies and last blast in the Queens-Manhattan Midtown Tunnel when sandhogs working from both ends of the East River smashed their way through into the opposite section. WNYC, New York's Municipal station, presented a special dramatization, titled *Holing Through*, on Nov. 7 honoring the sandhogs and interviewing some of the workers.

THE *Capitol City Barn Dance*, conducted by Don Tolliver and heard Saturdays on WCBS, Springfield, Ill., on Nov. 18 becomes a sponsored show and expands from 1½ to 2 hours, from 7 to 9 p.m. The program also will be moved from the 150-seat station studio to the auditorium of the new Centennial Bldg., seating 400, on the State Capitol grounds. The new show's cast includes 35 artists, starring Carl Richardson as Elmer Thistlebottom III.

STAR RADIO PROGRAMS, New York, has announced new subscribers to its *Christmas Tree of 1939* series of 25 half-hour live programs, requiring one man for production, as follows: KDYL WLNH KOOS WKST KWNO KRKO KFJM WJW KANS WJBC KSO KGIR and WGTM. Also contracting for the series, through the company's Canadian representatives, All-Canada Radio Facilities, are stations CKMO CHAB CJCJ CFNB CJCA CKLT CKCK CKOV and CFGP.

TO BOOST local retailers, WKRC, Cincinnati, is planning a regular weekly series of promotional programs for the retail drug and grocery trade. Arrangements are being made with the Cincinnati Retail Grocers & Meat Dealers Assn. for a Saturday morning *Kitchen Quiz* participation show, conducted by Virginia List, of WKRC's *Economy Kitchen*. Another program, for Ohio Valley druggists, is to feature a story-teller discussing little-known facts in the discovery of well-known drugs. The program also will feature short talks by local physicians on modern uses of medicines discussed. Promotion for both shows is to include signs and pictures in windows of drug and grocery outlets.

SECOND annual Charity Show, proceeds of which go to New York charity organizations, will be staged Nov. 21 by Uncle Don, conductor of children's programs on WOR, Newark, at Manhattan Center, New York. The two performances will feature a short play by the Uncle Don Hollywood Contest winners, in addition to guest celebrities of radio, stage and screen.

COOPERATING with other North Dakota stations in a special series of Golden Jubilee broadcasts, WDAY, Fargo, on Nov. 2 originated a one-hour feature as part of the state-wide "radio tour". Using its mobile unit, WDAY interviewed former Gov. L. B. Hanna at his home in Fargo and then broadcast a concert by the Gold Star Band of North Dakota State College. Other stations participating in the special broadcasts were KFYR, Bismarck; KDLR, Devils Lake; KFJM, Grand Forks; KRMC, Jamestown; KGCU, Mandan; KLPM, Minot; KOVC, Valley City.

WEATHER RHYTHM
WBZ-WBZA Predictions Get The Poetic Touch

TRAFFIC Manager Gordon Swan, of WBZ-WBZA, Boston-Springfield, adds a touch of showmanship to the stations' weather reports. Station breaks now offer whenever possible such Swanisms as:

Better be careful tomorrow morning.
Thick fog on the coast is the weather man's warning.

Leaves are slippery when they are wet.
Motorists go slow . . . don't regret.

Better look out for aches and pains.
The weather man forecasts heavy rains.

Fair and colder is the forecast tonight.
Tomorrow the skies will be clear and bright.

The weather man says: "Snow changing to sleet".
This New England weather can't be beat.

Jack up the car and put on the chains.
Roads will be icy as this snow storm wanes.

CAMPAIGN to provide needy youngsters with eye glasses has been launched on KOY, Phoenix, by Fred Palmer, general manager. After arranging with city oculists, opticians and optometrists to donate their services to the cause, Mr. Palmer started the campaign on the station for funds for frames and lenses. Results were instantaneous, and several score children are now being fitted with glasses at no cost to them. The campaign is to continue until every child in the community is cared for.

CLIMAXING 4½ years of service, KINY, Juneau, Alaska, on Nov. 1 inaugurated its new 1,000-watt transmitter. Vincent I. Kraft, chief engineer, and Fred Heister, resident engineer, together with Operators Jim Chapman, Wilbert Piper and Walter Rolfe, completed the installation and tests in record time. The 300-foot vertical radiator is bordered on three sides by salt water. Manager C. B. Arnold is in New York completing arrangements for additional programs and sponsorships. KINY is owned by Edwin A. Kraft.

TOTAL of 108 broadcasts from the New York World's Fair were originated by Joseph Ries on his *This is the Fair* for WLW, Cincinnati, during the Fair season. Feature was sponsored by San Felice cigars. Ries estimates that during the series he interviewed more than 800 persons. WLW also recently employed the lines used by Ries to carry a special program from the New York Auto Show.

CFRB, Toronto, is undergoing extensive alterations, adding several business and executive offices to the station, a new dramatic studio and a new control room.

WTAR, Norfolk, Va., has started a spot announcement campaign to aid the local fire department in gathering Christmas toys. Last year radio appeals brought nearly 5,000 broken and discarded playthings which after being repaired and painted by the firemen were distributed to underprivileged children. With the campaign started two weeks earlier this year, WTAR hopes to increase this number to 7,500.

A THEATRE party was held Nov. 8-10 by KGGM, Albuquerque, to celebrate the 1,000th meeting of its *Woman's Club of the Air*, with 4,700 of the club's 6,689 members attending. The program was started some three years ago by General Manager Mike Hollander.

CFCF
MONTREAL

first IN CANADA'S RICHEST MARKET

There are extra profits in advertising over CFCF! The mouthpiece of Montreal, CFCF carries your advertising message to more than one million people both French and English in the Montreal area. CFCF's contract renewals point to satisfied customers who have found that *CFCF pays!*

CFCF and Short Wave CFCX
owned and operated by
CANADIAN MARCONI COMPANY

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company

NBC affiliate

CFCF *dominates a* BI-LINGUAL AUDIENCE *of over* 1,000,000

? IT'S NO MYSTERY ?

"The Case of Greater Advertising Results" clears up all the clues to the Greater Cleveland Market. It's the story of the remarkable results you get by using the

WHK - WCLE Merchandising Plan

Send for your copy — Supply is limited

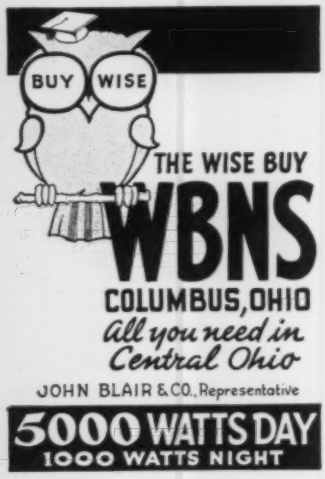
WHK & WCLE Cleveland
THE UNITED BROADCASTING COMPANY

ENTHUSIASM for SALE!
NBC
K·A·N·S
WICHITA, KANSAS

TWO of New York City's Italian newspapers, *Il Progresso-Italo-Americano* and *Il Corriere D'America*, on Oct. 30 started thrice-weekly quarter-hour programs on WOV, New York, featuring news, information regarding citizenship and advice on immigration problems, under the direction of Salvatore M. Pino.

J. W. ROBERTSON, chief engineer of WDBJ, Roanoke, Va., is holding weekly meetings with the WDBJ engineer staff to discuss technical matters.

WKST, New Castle, Pa., on Oct. 29 celebrated its first anniversary and dedicated its new 1,000-watt RCA transmitter with a series of special programs, including salutes from NBC and Gov. James, with an afternoon hour originating from WKST studios in New Castle, New Wilmington and Ellwood City, Pa.



WCNC, Elizabeth City, N. C., covering the 9th annual International Moth Boat Races held there late in October, furnished unscheduled descriptions of a five-minute 60-mile-per-hour squall which swept across the Pasquotank River course during the Antonia Trophy Race. Handling descriptions of the race, Paul Moyle and Tommy Williams, WCNC announcers, stuck to their post in the judges stand high above the river during the squall and described the storm, during which 40 craft capsized, and rescue work.

SO successful was a one-hour "round robin" broadcast by Texas State Network as World Series promotion that the network has made the show a regular weekly feature. Original broadcast picked up sports editors on newspapers in eight cities with TSN stations. Similar sports broadcasts will be aired through the remainder of the football season, after which writers from other newspaper departments will be presented to give their opinions on national and international news, economics and such.

KNET, Palestine, Tex., is completely rebuilding and modernizing its studios following a fire late in October which destroyed station offices and furnishings and badly damaged the main studio. The fire, believed to have originated from defective wiring or an overheated water heater in a beauty parlor located on the floor below, did only slight damage to broadcast equipment, but forced the station off the air for 57 minutes until power could be restored. Thereafter the regular broadcast schedule was resumed, and the same night as the fire KNET carried a remote football broadcast from Lufkin. Damage is estimated at about $2,500.

WLS, Chicago, is starting its Saturday night *Barn Dance* at 7 instead of 7:30 as heretofore. The first audience show at the Eighth Street theatre now runs from 7-9:30 p.m.; the second from 10-midnight.

HAVE an apple, teacher! Nebraska school marms, 3,500 of them, got free apples from WOW, Omaha, at a recent convention. Biggest apple went to Jessica Dragonette, a guest at the convention, who hung around the barrel with Arpad Sandor, her accompanist.

Another Film Find

AFTER one year in radio, it took Lillian Cornell, 21-year-old singer of NBC-Chicago just four days to be named lead in Paramount's picture "Buck Benny Rides Again". A talent scout saw her picture in *Radio Guide* one day, tuned in one of her NBC programs the next day to check her voice, phoned her to fly to Hollywood the next day for screen tests, and she was signed opposite Jack Benny in the new movie the following day. Miss Cornell joined NBC-Chicago in November, 1938, and appeared on a number of sustaining programs. Clever promotion by Bill Ray, head of NBC public relations, and James L. Stirton, of NBC Chicago Artists Service, turned the trick.

EIGHTY thousand persons attended the four-day 11th annual Fall Pancake Festival, sponsored jointly by WNAX, Yankton, S. D., and the House of Gurney, seed and nursery firm, at Yankton recently. Entertained by WNAX radio talent, visitors consumed approximately 100,000 pancakes, 300 pounds of coffee and 300 gallons of syrup. Among contests featured at the festival were hog-calling and husband-calling competitions, and a contest for the "typical farm girl".

FEDERAL Housing Administration, Washington, D. C., has prepared a series of suggested spot announcements designed for banks, contractors, building material dealers and other businesses interested in the building industry, tying in with the FHA home-building loan plan.

NEW rate card for KNX, Los Angeles, effective Nov. 1, has been issued for the station by Radio Sales. Card, No. 3, shows an increase in base rates from $500 to $575 per evening hour, one time.

NEWS reports and half-hour dramatizations of the progress of medical science are the subject of NBC's weekly series *Medicine in the News*, presented under the auspices of the American Medical Association, succeeding the *Your Health* series broadcast on NBC for the past four years.

MAJOR news events occurring in New York City and vicinity are dramatized weekly on the quarter-hour program *Metropolitan Scene*, directed by Alexander Leftwich on WNYC, New York's Municipal station.

LIKED BY WEEKLIES
Central New York Papers Use Radio Column

INTEREST of weekly newspapers in radio is attested by the success of Don Rich, of Ithaca, N. Y., who writes and sells a weekly radio column, "Radio by Rich", to Central New York papers. In the face of discouraging predictions that a radio column for weeklies could not be marketed profitably, he started the venture several months ago, and recently signed his 14th publication, the *Syracuse Press*, new Syracuse weekly with free distribution in about 50,000 homes.

Rich's column, reported as the only "live" radio news appearing in any Syracuse newspaper, is treated by most weeklies as a two-column lead feature. Keyed for individual territories of the various papers, "Radio by Rich" treats all the network features impartially, and Rich reports that editors find enthusiastic response from readers who can't get the information from their daily newspapers.

CONSIDERABLE technical interest is being shown in an experiment in special event broadcasting by Grady Rapier, announcer, and Gordon Wiggin, sales promotion manager, respectively, of KOY, Phoenix. Both men are licensed pilots and have equipped a plane with special custom-built short-wave apparatus, from which they are broadcasting to KOY and the Arizona Network what they see in their travels. They alternate as announcer-pilot and operator of the radio technical equipment.

KGW

BIG FACTOR IN SALES GROWTH OF ROY BURNETT MOTORS, INC.

More than 200% growth in the past three years—that's the story in a nut shell of Roy Burnett Motors, Inc., De Soto and Plymouth distributor for Oregon and Southern Washington.

But there's another story on how that growth was accomplished. "Mr Burnett is the most consistent automotive advertiser in Portland," states George McMurphey of the Pacific National Advertising Agency who handles the account. "And the major advertising factor in the growth of Burnett's business has been the use of KGW night spots every night for the past three years."

MORAL: *Use KGW or KEX—day or night—to reach responsive minds and pocketbooks in the rich Oregon Market.*

KGW 620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS NBC RED

RADIO STATIONS OF THE **OREGONIAN** PORTLAND • OREGON

KEX 1180 KC 5000 WATTS CONTINUOUS NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

NOVEMBER 23RD OR NOVEMBER 30TH --WHICH'LL IT BE?
I'M CELEBRATING BOTH DATES--
'CAUSE WITH OVER 40 HOURS PER WEEK MORE NETWORK COMMERCIALS THAN LAST YEAR, I'VE GOT SOMETHING TO BE DOUBLY THANKFUL FOR!
KOIL
KOIL
Omaha's Basic Columbia Station
DON SEARLE, GEN'L MGR
KATZ AGENCY, NAT'L REPR

Christmas Gift Order Form

Please send BROADCASTING for One Year as my Christmas Gift to:

Name .....

Address .....

City ..... State .....

Name .....

Address .....

City ..... State .....

Name .....

Address .....

City ..... State .....

Name .....

Address .....

City ..... State .....

Name .....

Address .....

City ..... State .....

Send bill to .....

.....

.....

BROADCASTING

Broadcast Advertising

1940 YEARBOOK Number Included

FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

4c POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.

THIS panel, built around two successful radio programs sponsored on WTCN, Minneapolis, by Minnesota Federal Savings & Loan Assn., St. Paul, was one of five which won first prize for the firm in the advertising contest sponsored by the U. S. Savings & Loan League at the annual convention in Atlantic City. The prize-winning display is to be exhibited later this year at special showings in Denver and numerous cities up and down the Pacific Coast.

FTC Complaint

THE Federal Trade Commission on Nov. 8 issued a complaint against Indian River Medicine Co., LaFollette, Tenn., for allegedly misleading representations in radio and newspaper advertising for Scalf's Indian River Tonic, and another Nov. 13 against Pasadena Products Inc., Pasadena, Cal., covering alleged misrepresentations in radio and newspaper advertising for Sal-Ro-Cin, a proprietary. The FTC has accepted stipulations to discontinue misleading advertising of Ful-O-Pep feeds by Quaker Oats Co., Chicago, and Mill-O-Cide insecticide by Midland Chemical Laboratories, Dubuque, Ia.

TWO SUCCESSFUL FINANCE SHOWS

Minneapolis Savings Firm Develops Many New Accounts by Juvenile, Outdoor Programs

By LUTHER WEAVER
Luther Weaver & Associates
Minneapolis-St. Paul

RADIO shows that clicked, including script, merchandise hook-ups and tie-in newspaper ads, all advantageously displayed, helped the Minnesota Federal Savings & Loan Assn. of Minneapolis and St. Paul take first prize in the annual advertising contest sponsored by the U. S. Savings & Loan League in connection with their 47th annual convention at Atlantic City in September.

The prize, a silver cup, was awarded in the competition among the largest associations, those with capitalization of $8,000,000 and over, which means the group (Class 4) which, obviously, does the greatest amount of advertising in the nation. The exhibit, which in addition to the special radio panel included four other panels—newspaper, farm publications, direct mail and public relations—was put together and exhibited by Vern C. Soash, advertising manager of Minnesota Federal, capitalized at $15,000,000.

Two Programs

The radio exhibit visualized two different programs. One was the *Cowboy Bill* program, which, combined with a funny-paper show made up a half-hour of Sunday noon entertainment for the kids, and ran for 52 weeks on WTCN, Minneapolis. Five or six juvenile and adult characters were frequently used. With Cowboy Bill as the hero, the first series of 26 programs, starting Nov. 7, 1937, was devoted to his tour of Europe and Asia in search of wild animals for his circus. He never killed his animals, but always took them alive.

Following a summer vacation the series was resumed Sept. 11, 1938, with Cowboy Bill's circus on tour in various European capitals. The closing episodes brought Cowboy Bill and his party—in which a Chinese character, Klang, was especially popular—back to America to spend the holidays at Cowboy Bill's ranch in Wyoming. The series ended Feb. 26, 1939. Jane Joy, whose funny-paper show was merged into the half hour, was mistress of ceremonies throughout the year's run.

The merchandising tie-in was a globe bank showing all the countries of the world, given free to the parent of any youngster who stopped in at the Minnesota Federal offices. The parent also was given, for his boy or girl, a membership button in the Cowboy Bill Club, and a membership card. This means of producing office contacts, Mr. Soash reported, led to enrollment of 6,000 boys and girls in the Cowboy Bill Club, and in 12 months produced 375 new accounts totaling $133,438.25.

Outdoors Program

The radio panel also visualized a 15-minute vacation and outing program, *The Call of the North*. In it the familiar slogan contest idea was turned into a free vacation for one week for two persons (man and wife) at one of 12 Northern Minnesota resorts. There was a new vacation prize each week at a new resort, and contestants were permitted to participate in as many contests as wished.

Prize-winning slogans were printed weekly in Minneapolis and St. Paul newspapers, together with an invitation to tune in WTCN. The script embraced pictures of the North Woods and lakes, with Minnesota's historical background worked unobstrusively into the dialogue. Two he-men carried on the show, with a new prize-winner on for a two-minute interview as a part of each program. The commercial—it rarely exceeded 1½ minutes—was in dialogue form.

Rules required a personal call at the Minnesota Federal office for a slogan contest entry blank. Slogans were limited to 15 words. The program was presented thrice-weekly for 15 weeks during mid-summer. Both programs were handled by Luther Weaver & Associates, Twin Cities advertising agency.

DESIRE DEFAUW, Belgian conductor and director of concerts of the Conservatoire Royal, Brussels, will arrive in New York Dec. 2 via the *S. S. Statendam* to conduct the broadcast concerts of the NBC Symphony Orchestra Dec. 9-30, inclusive, during Arturo Toscanini's mid-season absence. Other noted conductors to appear with the NBC Symphony, prior to Toscanini's return on March 16, are Bernardino Molinari and Bruno Walter.

WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate 1,000 Watts
HARVEST TIME
for WWNC Listeners—
for WWNC Advertisers!
Now, big crops add their millions to the diversified buying power of Western Carolina—"The Quality Market of The Southeast". Share this harvest—put your advertising message on WWNC . . . now!

ARRESTING FACTS
Families: 444,750
Radio Homes: 409,400
Population: 1,904,600
Retail Sales: 699,092
STOP and look at the facts our recent intensity survey reveals — and that's only primary coverage! When you send for the complete report and other pertinent data, you'll be convinced that WCOP is your best bet for all-day results at lowest cost!
WCOP BOSTON MASS.
HEADLEY-REED CO. • New York • Chicago • Detroit • Atlanta

WNEW (New York's Most Popular Non-Network Station*) ANNOUNCES
the appointment of JOHN BLAIR & COMPANY
WNEW NEW YORK
341 Madison Ave., New York
520 N. Michigan Ave., Chicago
New Center Building, Detroit
Chamber of Commerce Building, Los Angeles
Russ Building, San Francisco
422 Paul Brown Building, St. Louis.
as
NATIONAL SALES REPRESENTATIVES
(Effective November 1, 1939)
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY—1000 WATTS BY NIGHT
1250 KILOCYCLES *Independent surveys proving this fact sent on request.

Transcontinental Plans Jan. 1 Debut

Stations Are Offered 30% of Rate Cards By New Network

(*Continued from page 15*)

were largely responsible for the formation of the new project. A letter signed by George Tormey, vice-president of B-S-H in New York, includes an order for these two advertisers for "two hours of daytime, 2-4 p.m., and two hours of night time 8-10 p.m. network time, Monday through Friday exclusive, for a period of one year starting from Jan. 1, 1930." The letter asked that TBS accept it "as a firm and binding contract."

This letter, it was reported, has been used with telling effect in TBS conversations with prospective affiliates. Hill Blackett, Republican National Committeeman for Illinois and head of B-S-H, asserted he was not financially interested in the network, but declared his agency had been negotiating for a block of time for clients. He denied also that his agency was in any way financially interested aside from the time negotiations. He said that because of the limited time available on existing networks, his agency had contracted for purchase of approximately three hours a day for specific sponsorship [two day hours equal one night].

Other Prospects

Mr. Adams did not identify other business under tentative contract but it was reported elsewhere to include a schedule from Emerson Radio & Phonograph Co., for the commentaries of Elliott Roosevelt on MBS. It is understood his present contract for three 15-minute programs weekly on MBS concludes at the end of this month. The Fr. Coughlin schedule also was mentioned.

Mr. Adams asserted that the telephone line problem will not deter TBS. When it was pointed out that the chief difficulty of most new networks, especially those composed largely of low-powered outlets, was that telephone wires eat up profits, Mr. Adams said in most cases new networks start off with line charges from the moment of operation but with little business. "We will begin with at least 35 hours a week of commercial programs," he said. "It's true that our first 15 hours will go to pay the telephone company who will probably bill us in the neighborhood of a million a year, but after that we begin to operate at a profit."

Genesis of the new network really began last July, Mr. Adams said, when he came to New York to try to get B-S-H to use Texas State Network for an evening repeat of its daytime serials in the same way the agency already was using a two-hour evening period on WMCA, to repeat programs heard that day in that city on NBC and CBS stations. The agency was sold, he said, but NBC refused to let its programs be recorded in Texas either off the line or off the air, stating that NBC programs could only be recorded in cities in which there were NBC recording plants.

Repeat Problem

Then, said Mr. Adams, the agency, which also wished to broadcast these repeat programs in St. Louis and Kansas City, offered to have the programs recorded in Chicago, planning to send them from there by wire through these cities to Texas. But again NBC refused permission, this time citing a new ruling that its programs could be recorded only at the point of origin—in this case New York. While these records might have been then shipped to any station the agency desired, it would not be possible to get them to Texas for broadcasting the same day as the network program, Mr. Adams explained. This was important for two reasons, he said—first, so that a listener missing an installment of a serial usually heard during the day could pick it up in the evening, and, second, because special offers and contests must be timed consistently in each city. Throughout, he stated, CBS took the same stand as NBC.

When it became evident that it would be impossible to carry out its original idea, Mr. Adams continued, Blackett-Sample-Hummert asked him and Mr. Roosevelt if a new network could be set up and how much two or three hours a day would cost. Working with a rate book, they laid out the network on paper, figured the costs, and submitted this estimate to the agency. After consulting its clients, the agency approved the idea and Messrs. Roosevelt and Adams invited a number of broadcasters to meet with them in Chicago to discuss the formation of a new national network. A number of Mutual affiliates were invited, including three or four stations also NBC-Blue affiliates, but no other NBC or CBS stations were included, Mr. Adams said.

At this meeting, held Oct. 25 with some 90 stations represented, the question was raised if it were necessary to form a new network or if MBS could not handle B-S-H business. Mr. Weber, for MBS, was then invited into the meeting, but after considerable discussion it was found impossible either to place the programs on MBS or to rent lines from this network, according to Mr. Adams, and so it was decided to go ahead with the new network. About 40 stations agreed to participate before the meeting adjourned, he said.

Texas State's Position

On this showing the agency placed its order for 20 hours a week, Mr. Adams said, and another Chicago meeting was held with more stations coming in. He is now in New York completing the station lineup and arranging for offices for network headquarters.

Asked whether Texas State Network could join TBS without violating its contract with MBS, Mr. Adams stated that TSN has no contract with MBS at present, its former contract having expired Sept. 15 and the option for a two-year renewal not having been taken up as yet, pending completion of negotiating over new terms. [At MBS headquarters it was stated that TSN was bound by an MBS contract until Sept. 15, 1941]. However, Mr. Adams said, TSN would probably continue with MBS, adding that the "more favorable contract" clause, prohibiting TSN from giving any other network better terms than it gives to MBS, would not prevent an affiliation with TBS, as TBS is giving TSN more favorable terms than MBS is, rather than the other way around.

Because of previous ill-starred attempts to launch new networks, extreme skepticism prevailed in some industry quarters over the ability of Transcontinental to get started by Jan. 1. While the B-S-H commitments were regarded as a strong factor in favor of prompt launching of the venture, the lack of desirable outlets in important markets and the reticence of agencies generally to buy "a pig in a poke" which would be the case until the full list of stations is announced, engendered the feeling of doubt. Moreover, bitter MBS opposition was regarded as a possible retarding factor.

Since the announcement of the venture, there has been a steady trek of broadcasters to Chicago and New York to confer with Messrs. Roosevelt, Adams, Porter and other officials. Mr. Roosevelt personally has presided at several conferences in Chicago. George Podeyn, Texas State representative in New York, has been active in the conversations along with his chiefs. Temporary quarters in New York have been established at the Gotham Hotel.

Political Rumors

Daily newspaper stories essayed to tie the Transcontinental development into a giant political undertaking. Mention was made in several stories of Hill Blackett's recent dinner visit at the White House, and played on Mr. Blackett's status as a Republican committeeman and as the director of promotion for the party during the last campaign.

Mr. Adams, former radio director of Erwin, Wasey & Co., joined Mr. Roosevelt's Texas State Network early this year as executive vice-president. In 1933, he headed a group of individuals prominent in New York financial and social circles in acquiring a lease on all commercial and program rights of WMCA which was terminated some months later. In that capacity, Mr. Adams sought to inaugurate a new network, which eventually became the present Inter-City Broadcasting System keyed from WMCA and providing limited network service along a portion of the Eastern Seaboard.

Mr. Roosevelt was president of Hearst Radio until he resigned that post to devote his major attentions to Texas State Network, formed some 14 months ago. He recently resigned from the NAB because of disagreement with the new code policies on sponsorship of controversial programs.

OVER 120,000 from 27 States attended the National Cornhusking Contest held recently at Lawrence, Kan. The crew of WOW, Omaha, traveled 300 miles to cover the event. Here Foster May (right) interviews Gov. Payne Ratner, of Kansas. In rear with stocking cap is Bill Drips, NBC agricultural director, who took charge of coverage for the *Farm & Home Hour*.

WKRC Gets Sohio News

STANDARD OIL of Ohio, through McCann-Erickson, Cleveland, has started a 52-week news broadcast schedule on WKRC, Cincinnati, with Charles V. Lutz and Bill Welch heard as *Headline Reporters* on four-daily 10-minute spots six days a week. Previously the oil firm had a 13-week contract for twice-daily newscasts with the station.

RADIO TELEPHONE GAME

BIGGEST—HOTTEST—MOST SENSATIONAL SHOW ON THE AIR

•

BREAKS AUDIENCE RECORDS EVERYWHERE

•

A LIVE SHOW—EVERY LISTENER PARTICIPATES

•

MEETS ALL LEGAL REQUIREMENTS

•

AS USUAL—BECAUSE IT'S UNUSUAL

IT'S PRODUCED BY

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

GE Plans Relay Of Video Signals

Receiver Atop Mountain Gets NBC's New York Programs

PRACTICABILITY of a television network based on a radio relay rather than on coaxial cables or other wireline connections will be given an exhaustive test by NBC and the General Electric Co. GE engineers are now installing a radio relay receiver near their television transmitter on Helderberg Mountain, about 12 miles from Schenectady, to receive NBC television programs broadcast by W2XBS, New York, approximately 130 miles distant, which they will attempt to rebroadcast.

Although the receiving point is about 8,000 feet below the theoretical line of sight, GE engineers under the direction of C. A. Priest, chief radio engineer of the company, have been picking up NBC's telecasts since last May, with normally good reception. A diamond-shaped antenna, spread over an area about 300 by 600 feet, is used for the pickup.

Asked how it was possible for the television signals to be received at a point supposed to be far outside the coverage area of W2XBS, NBC engineers explained that although television reception is for all practical purposes limited by the horizon there is a slight refraction of these waves caused by variations of temperature in the atmosphere which makes it possible for them to be picked up by the GE receiver, located as it is so far from any cause of interference. No home receiver in a city could pick up these programs at this distance, however, it was stated.

In announcing the experiment in networking television programs, Alfred H. Morton, NBC vice-president in charge of television, said that NBC and RCA have long been working on this problem and that the informal arrangement for cooperation between NBC and GE should prove an excellent testing ground for many of the theories that have been developed on paper.

GE Names Gilmour

JOHN G. T. GILMOUR, since 1931 director of General Electric's motion picture department, has been named program manager of GE's new television station, W2XB, which is to start operating late this year. Charles R. Brown, of the GE market research section, has been named to succeed Mr. Gilmour in charge of the motion picture department. W. T. Cook will be in charge of scenarios for both pictures and television programs.

WOL

WASHINGTON, D. C.

1,000 Watts

DAY & NIGHT

Affiliated With the Mutual Broadcasting System

1230 KC.

Court Upholds FCC on Economics

(Continued from page 14)

has a particular connotation in engineering nomenclature which does not make the analogy apt.

After reciting that WLAC claimed it was an applicant for 50 kw. in lieu of its present 5 kw. power, and that granting of the WMEX application automatically disposes of its power increase petition, the court concluded that so long as the Commission complies with the mandate of the statute it has and should have "wide discretion in determining questions both of public policy and of procedural policy and in making and applying appropriate rules therefor." The court added it is not its function to direct the Commission "as to the routine of its administrative procedure, so long as it conforms to the law. No violation of law is revealed by the record or shown by the appellant."

The court pointed out that WLAC contended that if WMEX is kept off the 1470 kc. frequency and its application for 50,000 watts is granted, then its classification will automatically become that of a class I-B station under the Havana Treaty, in lieu of its present high power regional assignment, and its secondary service thereby will be protected.

Joint Hearings

The court declared that perhaps it would have been wiser, as a matter of administrative practice, for the Commission to hear and determine, together, the applications of WMEX, WLAC and KGA, Spokane, also operating on 1470 kc. which had sought a change in frequency.

"But the Commission asserts and appellant does not deny, that he made no effort to have his application heard at the same time as the application of the intervenor pursuant to the Commission's rule," the court held.

The court said it could not determine, under the circumstances of the WLAC appeal, that the station had been prejudiced as a matter of law. It added the Commission's rule permitting a joint hearing of pending applications is "certainly a reasonable one." WLAC, it recited, failed to request such a joint hearing and is in no position to demand one while the court has no power to require that the Commission suspend its normal functions and reopen its proceedings in order to determine "the large questions which he seeks now to have determined."

The opinions followed oral arguments before the court Nov. 6 on several pending cases presenting the economic issue. At that time it was thought the court reflected a view which indicated it would seek to draw a distinction between competition which would result in utter destruction of existing stations or which would simply diminish the earnings of existing stations.

Though the court has dealt harshly with FCC contentions during the last several months, the opinions Nov. 13, coupled with a dismissal on Nov. 7 of the Tri-City Broadcasting Co. appeal, ran up to a half-dozen the number of successful attacks on appeals made by the Dempsey-Koplovitz team, resulting in dismissal.

On the day following the Nov. 6 arguments, the court dismissed the appeal of Tri-City from the FCC decision granting Troy Broadcasting Co. a daytime station with 1,000 watts power on 950 kc. in Troy. Tri-City had applied for the same facilities in Schenectady. In a brief order the court held that it appeared from the Tri-City notice of appeal that it had stated "no grievance which if true would justify the court in reversing the decision of the FCC."

These recent court actions indicate that the tribunal will require utmost care in the filing of appeals and that motions to dismiss will not be granted unless proper grievances are set forth. In so doing, the court apparently takes the position that it saves the litigants money and time, since only those cases in which the court might be justified in reversing the FCC order warrant adjudication.

Ford Dealers on 93

FORD Dealers of Central States are using spot announcements on 93 Midwest stations. McCann-Erickson, Chicago, handles the account.

"Facsimile

THE NEXT MONEY-MAKER FOR BROADCASTERS" © 1939 F.T.L., Inc.

- Investigate the potential earning power of Finch Facsimile—the system that prints news of the world in the home—while it happens!
- New equipment now available reproduces 2, 4 or 5-column newspaper format at speeds up to 20 square inches per minute. Press matter, drawings, photos and complete advertisements are reproduced full-size in fine detail.
- Finch Facsimile can be used with radio, landlines and suitable cable circuits with equal facility. Operates from any source of power and is completely self-synchronizing under all service conditions.

Radio engineers and executives are invited to inspect Finch Facsimile Station W2XBF in operation daily at 1819 Broadway.

FINCH TELECOMMUNICATIONS, Inc.
BENDIX, N. J.
N. Y. Sales Office, 1819 Broadway
Circle 6-8080

WOV and WBIL are the *only* foreign language stations in New York specializing in one language, namely, Italian. That's why more and more Progressive Advertisers are using these IBC stations to increase their sales in our *separate and distinct* market of 1,500,000 Italo-Americans. They know that to be alone in *this* field, you must advertise *"The Italo-American Way!"*

WOV
NEW YORK
1000 WATTS

THE INTERNATIONAL BROADCASTING CORP.
NEW YORK

WBIL
NEW YORK
5000 WATTS

Conforma to Expand

INTERNATIONAL SHOE Co., St. Louis (Conforma shoes), is continuing its test on WGN, Chicago, with a six-weekly 10-minute series featuring Myrna Dee Sargeant in style talks. The series will soon be expanded to an undetermined number of stations, according to Frank Ferrin, radio director of Henri, Hurst & McDonald, Chicago agency handling the account.

FIRST radio appearance of the Alfred Lunts, actors, is scheduled for Dec. 17 when the noted couple makes a guest appearance on the *Campbell Playhouse*, sponsored on CBS by Campbell Soup Co., in George Bernard Shaw's "The Doctor's Dilemma".

WRNX
5000 WATTS
DAYS
Coming events cast their shadows.
No change in programming or policy. Better service to Metropolitan New York including its 6,982,635 foreign citizens.
Now operating 1000 WATTS DAY AND NIGHT WBNX NEW YORK
The Station that Speaks Your Language

Accord Seen in Code Crisis

(Continued from page 19)

stations in complying with the Code provision.

Mr. Shepard issued a statement following his appearance before the board, declaring that Colonial Network agreed it will make no profit on the Coughlin series unless the programs have to do with a political campaign and therefore are in full compliance with the code. The three stations on Colonial Network which are owned by his Yankee Network—WAAB, WEAN and WICC—will not make any charge to the Colonial Network for the programs, he said.

"The Colonial Network wants to make it clear, however," Mr. Shepard said, "that they may either refuse to charge the client for these programs or in case the client insists on making payment for them, the Colonial Network will carry out this obligation by giving to charity the difference between its actual expenses as specified further on and thus comply with the NAB Code." He added the expenses would be the line charge from New York to Boston, Government or State taxes and any payment which might be paid to affiliated stations which did not agree to carry the program free.

He explained that affiliated stations of Colonial have the option to refuse to carry the program on a sustaining basis, in which case "we would feel privileged to pay them on the regular network commission basis which would be deducted from the amount which we would give to charity, or charge the client after he accepted our proposition to carry the program on a sustaining basis. It might also be necessary that we recognize the 15% to the agency, or, in other words, if the program is not carried on a strictly sustaining basis at the request of the client, everything less the actual expenses outlined will then be given to charity."

WTHT, owned by the *Hartford Times*, pointed out in connection with Mr. Shepard's position, that the network had adopted the same attitude as that station, an affiliate of Colonial. WTHT took the position that the NAB code should be supported and that Fr. Coughlin should remain on the air, but on a sustaining basis without charge for the station's time.

David Lawrence Critical

Meanwhile, pro and con discussion of the code continued at a swift pace. David Lawrence, editor of the *United States News* and noted Washington commentator, followed up his sharp criticism of the code published in the *United States News* [BROADCASTING, Nov. 1] with a broadcast over CBS Oct. 29. Using as his theme "Freedom for the Thought We Hate", Mr. Lawrence said he believed the NAB unhappily had taken a step which "inevitably will lead to governmental regulation and ultimately to the curtailment of the freedom of speech privilege which radio should always enjoy on a parity with the press."

Deprecating the code as censorship, he urged that the NAB modify its course. "It should withdraw from its code those provisions relating to the purchase of its facilities by public organizations, and offer its wares in a balanced relationship between information, argument and entertainment which individual management, exercising good judgment, can easily achieve," he stated.

"Whoever comes honestly to the microphone to plead a cause and by his written speeches submitted in advance shows that he has not violated the simple laws of fraud or libel, must be given freedom to plead—not once but twice and thrice if necessary and in the proportion and amount that the individual manager believes will make interesting listening," Mr. Lawrence declared.

Mr. Lawrence reiterated his previously expressed view that radio is a form of publishing and that the station itself can limit the amount it will accept from advertisers for a new series of programs and yet be above criticism. He observed that the NAB action would seem to be contrary to the objectives of the Sherman anti-trust law, since the so-called "advice" and "recommendations" of its Code Committee have all the effect of an obligation when taken as a result of concerted action. He advised extreme caution in this regard. He said the NAB had taken "the path of submission when they concede that the phrase 'public interest, convenience and necessity' bestows on the Federal Government any implied power over content of radio programs." Then he observed:

"The new code adopted by the NAB is confessedly created to prevent Government regulation of radio programs. In my judgment, it will bring on radio regulation by Government faster than other single circumstance through the action of aggrieved parties seeking redress. For history shows that so-called voluntary efforts to exercise police power in an industry would invariably result in public clamor to have a 'disinterested' institution to do the regulating. Usually, the Government as the representative

WCKY Wagon

FOR the last eight months Charles Topmiller, chief engineer of WCKY, Cincinnati, has been okaying various bills and invoices of large denomination in conjunction with installation of WCKY's new 50,000-watt transmitter — a bill of $1,600 or so for a single transmitter tube caused not the bat of an eye. Recently, however, he hesitated over an item, "One coaster wagon, $1.98". Investigating, he found the transmitter men wanted the wagon, the kind kids use, for conveying test equipment between the transmitter building and tuning house. They were tired of carrying it all. They have the wagon.

Order, please...

Demand for 72-page RULES & REGULATIONS has made a second revised printing necessary. Order your supply today on the HANDY FORM BELOW. Every member of your staff should own a copy.

2700 Copies Sold

BROADCASTING Publications, Inc.
National Press Bldg. Washington, D. C.

Please send me your new 72-page volume, RULES & REGULATIONS AND STANDARDS APPLICABLE TO STANDARD BROADCAST STATIONS. Payment is enclosed.

☐ Send me single copy @ 60c.
☐ Send me_____copies @ 50c each.

Name_____
Firm_____
Address_____
City_____ State_____

CHNS
HALIFAX, NOVA SCOTIA
Is Located in the Centre of the Radio Audience of the Province.

You Cannot Miss If You Use This Station As Its Audience Has Learned to Rely on It Over a Period of Thirteen Years of Uninterrupted Service.

Write The Station Director
LORD NELSON HOTEL, HALIFAX

AVAILABLE for SPONSORSHIP
RAYMOND TOMPKINS
Top Flight Commentator
7:30 P. M.— Mon., Wed. & Fri.
A popular program with an enthusiastic following. Talent cost: $100 (net) weekly.
WFBR
BALTIMORE, MD.

of all the people and the theoretical custodian of their delegated power, offers itself as the 'disinterested' institution."

Quincy Howe Favorable

Taking a diametrically opposite view, Quincy Howe, executive editor of Simon & Schuster, New York publishers, and chairman of the National Council for Freedom From Censorship, in a broadcast over NBC-Red Nov. 2, lauded the code. He described it as a move "which cannot fail to meet the full approval of all Americans who dislike censorship."

Declaring that any private self-regulation is to be preferred to Government regulation, Mr. Howe said that as long as the radio industry remains as honest and competent as it is today "there can be no doubt that the present system of self-regulation, especially if the principles of the code are maintained, will be infinitely preferable to a radio industry censored and perhaps finally controlled by the Government."

In the ecclesiastical sphere, a number of important churchmen came staunchly to the code's defense. Mgr. John A. Ryan, of the National Catholic Welfare Council, declared that in his opinion the general objectives of the code are "very useful and entirely fair". He said this was true even of the provisions barring controversial addresses on commercial time, and pointed out that radio facilities differ from newspapers since they

LLOYD EGNER, New York manager of the NBC Transcription Service, (left), was in Hollywood and San Francisco in early November to install Robert Schuetz (right), as western division manager of that department. Schuetz, who was for 10 years an NBC New York engineer, is now in charge of all NBC transcription activities in the 11 western states.

are definitely limited while newspapers are not.

Dr. Samuel M. Cavert, general secretary of the Federal Council of Churches of Christ in America, in an address over NBC-Blue Nov. 10, called the code the right answer to the problem. What the industry has done, he said, "is to chart a wise course of self-regulation in the handling of not only controversial questions but also of news, children's programs, educational broadcasts and advertising."

Hearing Both Sides

To further the industry's own educational campaign on the code, Mr. Bill, as chairman of the NAB committee, told a nationwide CBS audience Nov. 5 that the only way a broadcaster can make sure his listeners will hear both sides of a controversial question is to assume the reponsibility of giving time gratis to opposing points of view. Emphasis that radio is just as powerful in "selling hatred" as it is in "selling good will," he said that it was this factor which motivated the industry in banning sale of time for projection of controversial issues.

In a lucid explanation of the code operations, Mr. Bill declared that it has already actually worked out in practice. When the Supreme Court packing issue was before Congress, he pointed out, an analysis showed that 42 speakers were given free time over CBS to present their views with the division 21 and 21. And on the embargo repeal issue, CBS provided time for 18 talks in favor of repeal and 20 against repeal with three non-partisan.

"Far from curbing freedom of speech," he said, "we have learned that this policy promotes freedom of speech. It also brings more persons to the microphone, whatever their views may be. It gives the listener a chance to hear both sides of every question and then puts upon him the responsibility of making up his own mind."

To balance the network debates on the code, CBS has scheduled Samuel B. Pettengill, former Indiana Congressman, for an address on Nov. 12 on "Radio and Free Speech". This address is designed to answer Mr. Bill's remarks. Rev. Edward Lodge Curran, president of the International Catholic Truth Society, who is pro-Coughlin, is scheduled for Nov. 19. Active in anti-commercial radio circles, Rev. Curran requested the time in a telegram to President William S. Paley, as director of radio activities in the Brooklyn diocese. In his message he said he felt enforcement of the code "is a serious invasion of free speech and apparent censorship by the NAB."

As part of the NAB plan to inform important social groups of the code policies, Edward Kirby, NAB director of public relations, on Nov. 4 addressed some 600 members of the Federated Women's Clubs at Chicago's Palmer House. Before his address he met with group leaders for a quarter-hour roundtable discussion on WBBM, Chicago. Emphasis was placed on the new children's program policies.

Curb of Executive Power Over Radio Is Advocated

CONGRESS will be asked at the next session to repeal the power of the President over radio except under war conditions and then under safeguards against the abuse of the power, Samuel B. Pettengill, former Indiana Congressman, declared in an address Nov. 12 over a CBS network. Speaking for the National Committee to Uphold Constitutional Government, Mr. Pettengill lambasted the NAB code as a "threat against the free speech of a free people".

While attacking the NAB for its stand on controversial broadcasts, Rep. Pettengill charged it was drafted only under "hidden pressure". He said his organization would fight "for and with" the broadcasters not only to repeal the power of the President to commandeer radio, but also to authorize licenses for three years in lieu of the present six months and to "take from the Commission all power to suspend, revoke or refuse to renew licenses for any illegal offense other than those which Congress may constitutionally forbid, and then only after an independent court, and not the Commission, has found the licensee guilty."

The former Congressman said that "we fight today for the same values our fathers fought for. They fought for a free press. We fight for a free microphone."

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Porto-Playback

STATIONS, ADV. AGENCIES, PROGRAM BUILDERS . . . Here's what you've waited for. Plays 16" Transcriptions 33 1/3 rpm. AT THE PRICE YOU WANT TO PAY. Beautiful Tone Quality. Airplane Luggage Case weighs under 20 lbs. Complete.

LOOK AT THESE PRICES!

Two 1940 Models

Model	Current	Speed	Net F.O.B. New York
16A	AC	33 1/3 rpm	$50.00
16U	AC-DC	33 1/3 rpm	$55.00

Order Direct From This Ad

CHARLES MICHELSON

545 FIFTH AVENUE NEW YORK, N. Y.

To Serve You Better!

● Our offices are now combined with our recently built, modernly equipped manufacturing plant which has been operating for the past several months in a most satisfactory manner.

● Our present greatly enlarged manufacturing capacity will enable us—even more so than ever before—to render that prompt and efficient service to which our customers have become accustomed during the last several years.

● It will also make it possible for us to extend our service and to make additions to our constantly widening circle of friends.

Manufacturers of quality recording equipment and recording blanks.

ALLIED RECORDING PRODUCTS COMPANY

21-09 43rd Avenue

Long Island City, N. Y.

Phone—Stillwell 4-2318

Cable—Allrecord

Transfer of CMQ By Cuba Imminent

Action Expected to Clear Up WTAR, WMC Interference

CLEARING UP of serious interference to the operations of WTAR, Norfolk, and WMC, Memphis, on the 780 kc. channel, caused by the operation of CMQ, Havana, on that frequency with 25,000 watts, is foreseen momentarily under a Cuban presidential decree shifting CMQ to another frequency, it was learned Nov. 14.

The two domestic stations for the past year have been authorized on a month-to-month basis to utilize 5,000 watts power at night in lieu of their regular 1,000 watts to offset the CMQ signal. The stations previously had cooperated with the Cuban radio department in installing directive antennas designed to reduce the interference but complications subsequently developed, with the result that the case was carried by the American Ambassador to the Cuban radio department and the frequency shift decided upon.

To Sign Order

Word in official quarters Nov. 14 was that President Bru was prepared to sign an order upon recommendation of Radio Director Govea, shifting CMQ to 690 kc., a Canadian clear. Steps also would be taken to prevent operation of other stations on the 780 kc. channel in order to eliminate entirely any chance of continued interference with the WTAR and WMC propagation.

Last spring Campbell Arnoux, general manager of WTAR, and H. W. Slavick, general manager of WMC, arranged with Cuban authorities and with the CMQ operators for installation of a directional antenna to protect the station. Because of equipment failures, it developed the system did not work. Consequently, after extensive conferences and investigations conducted through the American Ambassador and Director Govea, arrangements finally were made for the frequency shift. Under the new assignment, CMQ, while operating with 25,000 watts, will radiate only 5,000 watts in the direction of the United States and Canada. The agreement on the frequency shift, it was reported, has been signed by all parties and awaits only the President's signature, which was to be forthcoming as soon as U. S. authorities reported they were in agreement. Mr. Slavick at present is in Havana, it was learned. Conversations with the FCC and the State Department in connection with the move are being handled through Eliot Lovett, counsel for WTAR.

Neville Miller, NAB president, Nov. 10 cabled the American Ambassador in Havana he had been advised that a practical solution had been found from the troublesome interference problem and that President Bru was about to make effective the changes to that end. He asked that there be conveyed to the President the appreciation of the American broadcasting industry "for his splendid cooperative spirit of understanding and accord".

Newspaper Spreads Feature

NEW Sunday feature of the *Washington Post*, an outgrowth of the MBS *American Forum of the Air* series, is "American Forum", compiled under direction of Theodore Granik, who also directs and m.c.'s the Sunday network series, heard 8-9 p.m. and originated from the Interior Department's studios by WOL, Washington. The full-page newspaper feature, patterned after the radio program, presents national leaders debating pertinent questions of the day. First edition of "American Forum", appearing Nov. 12, presented pro and con opinions on the proposed national war referendum plan by Senators La-Follette, Byrnes and Clark, Representatives Ludlow and Norton, and Louis Johnson, Assistant Secretary of War.

Gulf Switches

GULF OIL Corp., Pittsburgh, on Nov. 19 switches *Screen Guild Theatre* on 65 CBS stations, from Hollywood to New York for three weeks or more, Sun., 7:30-8 p. m. (EST). Scheduled for the first New York program are Fred Allen, Robert Benchley and Tallulah Bankhead. Roger Pryor, master-of-ceremonies and Oscar Bradley, musical director, will continue in their respective posts. Also making the cross-country jaunt are Joe Hill, agency producer, and his assistant, Austin Petersen, with writers Charles Tazewell, Sam Perrin and Jess Oppenheimer. Harry Von Zell is scheduled to handle the commercials. Young & Rubicam, New York, has the account.

Jim Ameche Signed

JOHN H. WOODBURY Co., Cincinnati (soap), on Nov. 22 will replace Herbert Marshall, film actor, as lead of the NBC *Woodbury Hollywood Playhouse* program, with Jim Ameche, who starred in the summer series. Marshall terminates his contract with broadcast of Nov. 15. At start of the fall series he replaced Charles Boyer as star of the weekly half-hour program when the latter was called to war duty in France. A permanent actress to play opposite Ameche has also been chosen but her identity was not revealed. Jay Clark continues as Lennen & Mitchell's producer.

Local Spirit

WHEN the City of Milwaukee was saluted Oct. 30 on the *Carnation Contented Hour*, sponsored on NBC-Red by Carnation Co., Manager Gaston W. Grignon of WISN, Milwaukee CBS outlet, carried out the civic spirit of the event by broadcasting a series of announcements on WISN and issuing formal printed "invitations to listen" to the program on WTMJ, competing NBC-Red station in Milwaukee. The printed invitations, calling attention to the Milwaukee-Wisconsin salute on WTMJ, were sent to city and State officials and about 1,000 Milwaukee organization executives. In addition to the announcements and formal invitations, WISN also used paid newspaper space to publicize the event.

ALL WRAPPED up in his work was Roch Ulmer, special events announcer of KSTP, St. Paul, recently when, in preparation for covering the Minneapolis contest of the National Crochet Bureau, he undertook to find out some of the finer points of the art of crocheting.

Song Clearance Service Organized in New York

NEW clearance service for songwriters, International Songwriters Clearance Corp., New York, has been formed, whereby the writers are compensated for public performances through an arrangement with Gem Music Corp., New York, publisher member of ASCAP. Officers of the ISCC are George Whiting, noted composer of popular songs and an ASCAP member, and Barnard A. Young, editor of various song collections. Offices are at 1619 Broadway.

The aims of the organization, which have been submitted with a contract to songwriters, are stated as follows: To collect royalties for the public performance of songs by radio, mechanical instruments and otherwise, to allot and distribute such royalties, and to abolish abuses and unfair practices and methods in connection with the public performance of musical works. The contract stipulates that ISCC will pay songwriters 50% of all net sums received from ASCAP and 50% of all net sums received for the use of songs for records, electrical transcriptions, television, synchronization or any other source.

Sponsoring AP News

RECENT additions to the list of stations broadcasting Associated Press news under commercial sponsorship [BROADCASTING, Sept. 15] are: WDBJ, *Roanoke* (Va.) *Times* and *Roanoke World-News;* KWOS, *Jefferson City* (Mo.) *Capital-News* and *Jefferson City Post-Tribune;* KSAL, *Salina* (Kans.) *Journal;* KFAR, *Fairbanks* (Alaska) *News-Miner*. The *New York Herald-Tribune* has also secured permission from the AP to use its news for commercial broadcasts, although it does not own a broadcasting station. Paper currently furnishes a ten-minute news period to WQXR, New York, each evening. Period is sustaining now, but during the fall renting season was sponsored by Douglas L. Elliman & Co., New York real estate firm.

LONGEST non-recorded musical program featuring popular and symphonic orchestras will be broadcast Nov. 27 on WNEW, New York, when Local 802 of the AFM stages its medical fund benefit concert in Madison Square Garden, New York, from 9 p.m. until 6 a.m., with Martin Block of WNEW as m.c.

Court Sustains WNEW In Barring Communist

WNEW, New York, which on Oct. 24 cancelled the address scheduled for broadcast by Israel Amter, Communist candidate for the New York City Council, was upheld in its action Oct. 31 by New York Supreme Court Justice Charles B. McLaughlin, who denied the plaintiff's application for a temporary injunction and ruled that WNEW was within its contractual rights in cancelling broadcasts by Communists whose names had been removed from the ballot.

Application was filed by Carl Brodsky, as chairman of the Communist Committee, for a series of 10 broadcasts by four Communist candidates, whose names were removed from the ballot by the Board of Elections on technical grounds of improper filing of petitions. WNEW, in cancelling the broadcasts, cited as further grounds for its action the phrase in the new NAB code which says that stations should provide time for political broadcasts by a "legally qualified candidate for nomination or election" [BROADCASTING, Nov. 1].

Because of shortness of time before the elections on Nov. 7, the Communist Party did not appeal the decision, but, according to the lawyers handling the case, made applications of complaint to the FCC and the NAB and "will take further action if nothing is done about the applications".

Temporary Extensions Of Fulltime to Cease

LOOSE practices by individual Commissioners in granting temporary extensions for fulltime operation to stations licensed for only limited time will be stopped henceforth, it was indicated at the FCC Nov. 14 following a full discussion of the matter. Precedent established several months ago when WDGY, Minneapolis, was granted authority to operate fulltime on 1180 kc. resulted in pressure from Congressional and other sources for similar grants to stations in other areas.

At a special afternoon meeting Nov. 14, the FCC decided to adhere strictly to its rules against such grants unless based on special programs of outstanding public merit. It was pointed out that extensions currently granted have been for one month periods covering all program renditions rather than those of special interest. At its meeting the FCC denied WSPR, Springfield, Mass., a 30-day extension to operate fulltime on 1140 kc.

Texas Engineers Discuss Net Affiliation Problems

APPROXIMATELY 50 Texas radio engineers attended a meeting held in Fort Worth early in November under direction of Truett Kimzey, chief engineer of Texas State Network. Although held primarily for TSN engineers, technicians of other Texas stations were invited to hear the addresses of Henry Scarr, Western Electric Co., New York, and A. Earl Cullum Jr., radio consulting engineer, of Dallas. One of the principal objects of the conference was the discussion of operation of TSN equipment in affiliated stations and the reversible transmission lines used by the net.

Sponsored Video Advised in Report Of FCC Group

Report Sees 'Crucial Stage'; Channel Division Offered

(*Continued from Page 17*)

ship by advertisers is one of the logical means of support for the new television service to the public when such service is ready. The committee recognizes a particular need for keeping the Commission's regulations abreast of progress. Therefore, applicants should be given the opportunity, at any time, of securing changes in the rules if, as a result of a public hearing, they can demonstrate that public interest will be served by such changes.

"While the committee does not recommend any radical change in principle in existing rules relating to commercailization, it does suggest a clarification and simplification of existing rules in this respect.

"It should be made clear that the rules do not constitute an artificial barrier to the logical development of program technique, including the development of methods for making television useful as an advertising media conforming to favorable public reaction. Also it should be apparent that sponsorship is not prohibited, provided such sponsorship and the program facilities or funds contributed by sponsors are primarily for the purpose of experimental program development.

"The intent of the rules should be to prevent commercial exploitation of television as a service to the public prior to demonstrated proof of its readiness for regular operation in accord with public interest, convenience or necessity. Other than such alterations, the committee is of the opinion that the Commission should not permit regular commercialization of television at present, but that instead the Commission should hold itself ready to consider the problem anew when general development progresses further into practicalities."

In recommending licensing policies and regulations, the committee said it was of the opinion that the public can best be served by eliminating any television regulation which has any possibility of interference with proper business economic processes.

Scores Enough

WORKING on the theory that it's impossible for play-by-play football announcers to give the score too frequently, KANS, Wichita, Kan., has acquired a specially-built alarm clock which rings every two minutes during the game broadcasts, and at each alarm sportscasters relate the standings of the moment.

While several stations may be operated simultaneously within the country on each of the seven lower frequency channels, there is a distinct technical limitation to the number of stations which can operate successfully in any one area, it pointed out. This constitutes a natural barrier to unlimited competition. "Under these circumstances the Commission must be extremely careful that it grants licenses only to those who give satisfactory proof of their qualifications to render a service to the public in the most efficient and effective manner and in particular to those pioneers who indicate constructive efforts toward the progressive development of television as a practical competitive service on a national scale."

Pointing out that there are pitfalls in giving television a "green light" prematurely, the committee warned against any action which would result in a wild rush to erect stations throughout the country, many of which would have to be operated by groups without adequate experience or sound background and possibly without program facilities of good quality. It said it was essential that all licenses issued continue to include the condition that the authorization is subject to change or cancellation.

RMA Standards

In recommending adoption of RMA standards for both transmission and reception, the committee said that while the future may require changes in the standards by reason of progress, it recognized that for the time being these standards must be used for scheduled program service. Pointing out that there are more applicants for experimental broadcast service than available channels under the preliminary allocation plan, the committee said that advantage should be taken for the time being of time-sharing agreements. It added, however, that every encouragement should be given to experimentation on the 12 upper undeveloped channels and before resorting to time-sharing, it should be determined whether one of the 12 higher channels could be used for the service proposed.

In referring to the engineering department's allocation table based on radiation factors and the propagation formula submitted by the RMA engineering subcommittee, the FCC committee pointed out that the average facility assigned has less power than may be necessary. The metropolitan concentration in the East is considerable and it was thought that increases may be made upon proper showing in individual cases. In many other cases, increased power and height of antenna could be used without difficulty, it explained. In others, however, particularly in the Great Lakes Region and the East, directive transmitting antennas would be a necessity for an increase in facilities.

Again alluding to the proposed allocation policy, the committee said the recommended plan to restrict the number of channel assignments for cities of different metropolitan district population "should be departed from in such cases where the applicant shows that no other metropolitan district would be restricted to fewer channels than provided for by the plan."

It should not be overlooked, the committee said, that the possible economic effects resulting from the war in Europe and the cessation of television broadcasting developments abroad are the factors which, in addition to the present situation in television in the United States, should influence the FCC and the industry to bend every reasonable effort to avoid recession of television development.

"An opportunity exists for American industry to construct foundations for a position in the world television market of the future by undertaking active steps at this time to further the technical and operating development of television in this country. This opportunity should not be lost."

Rules for Stations

As an appendix to the report, the FCC included the allocation table, compiled by its Engineering Department, based on the RMA data. This listed some 100 metropolitan districts in the country, together with their population and their area by square miles. The tentative allocation then showed the channel or channels which would be assigned to the particular areas together with the power output and the required antenna height.

As its final appendix, the committee submitted proposed revised rules to govern television broadcast stations, setting forth the prerequisites for procuring licenses together with the limitations which would be imposed on the proposed two classes of stations.

The proposed rules also set forth the manner in which frequencies would be assigned, specifying that each Class II station would be assigned only one channel from Group A (low frequency channels ranging from 44,000 to 108,000 kc.) or Group B (undeveloped channels ranging from 156,000 to 294,000 kc.). Class I stations, or those engaged in non-scheduled operation, would be assigned one or more channels as the program of experimentation required, in any of the three groups.

Channels in Group B and C, or those in the undeveloped category, could be assigned to television stations to serve auxiliary purposes such as television relay and developmental mobile service. However, it was specified that no mobile or portable station would be licensed to transmit television programs directly to the public. Stations would be required, in filing their renewal applications, to give detailed reports. In the case of Class II stations, in addition to complete data covering number of hours operated broken down as between studio performances and special events, films and the like, an itemized financial statement showing cost of operation during the license period would be required.

The committee, in its memorandum accompanying the report, said it felt that development of television is in a rapid state of flux, and that particular attention should be concentrated on this subject so the Commission's policies and regulations may be kept abreast of progress. It suggested that either the same committee or some other group representing the Commission be designated to continue "special observation of the development of television broadcasting with instructions to make recommendations as might be deemed suitable for future Commission consideration."

More men are at work in the Youngstown district than since 1929. Carry your message to them over

WFMJ

1420 Kilocycles

Youngstown, O.

National Representatives

HEADLEY-REED CO.

WOW

590 Kilocycles

John J. Gillin, Jr., Mgr.

★ On the NBC Red Net ★

OMAHA, NEBRASKA

LEHIGH
VERTICAL
RADIATORS
Lehigh's experienced engineers are constantly improving their towers to meet the increasing demands of modern broadcasting systems. Stations obtain these benefits when they install Lehigh Vertical Radiators.
LEHIGH STRUCTURAL STEEL CO.

WHA Drops 50 kw. Plan Due to Lack of Funds

BECAUSE of the failure of the State Legislature to provide an appropriation, the plan of WHA, University of Wisconsin station at Madison, to seek the facilities of WMAQ, Chicago, has been dropped, at least temporarily. WHA applied more than a year ago for 50,000 watts on 670 kc., the WMAQ assignment, in lieu of its present 5,000-watt daytime assignment on 940 kc. The FCC on Oct. 27 granted the WHA petition to withdraw the application without prejudice, although it had been set for hearing Nov. 10.

Scheduled for hearing several times, the hearings were always deferred on request of applicant pending disposition of the bill in the Legislature which called for an appropriation of $9,800 to prosecute the application, $106,500 for constructing a 50 kw. plant, $79,000 to cover cost of first year's operation and $126,000 annually thereafter. The application was to have been pressed on the plea that Wisconsin has no high-power clear channel outlet, and the plan contemplated elimination of WLBL, Stevens Point, also State-owned, if the WMAQ facilities were procured.

Reappointed by CBC

RENE MORIN, Montreal, vice-chairman of the Board of Governors of the Canadian Broadcasting Corp., and Mrs. Nellie McClung, Victoria, B. C., have been reappointed to the board on the expiration of their term on Oct. 31. Mr. Morin will be acting chairman of the CBC board until the Government appoints a new chairman and replaces former Chairman L. W. Brockington, Winnipeg, who resigned Oct. 31 to resume his law practice. It is not expected a new chairman will be appointed for some time because of wartime activities. The CBC building program is practically finished, and it is felt in Government circles that CBC General Manager Gladstone Murray and the board, with an acting chairman, will be able to carry on with program improvement.

KGA, Spokane, Wash., operated by Louis Wasmer, has applied to the FCC to increase its fulltime power to 10,000 watts on the 1470 kc. channel, on which it now operates fulltime with 5,000.

THE three major networks plan to broadcast the Thanksgiving Day message on Nov. 23 of President Franklin D. Roosevelt when he makes a brief speech before carving the turkey at the annual Founder's Day dinner at Warm Springs Foundation, Georgia.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

INTRODUCTORY broadcast of *Gallant American Women*, new weekly dramatic series presented on NBC-Blue under the auspices of the U. S. Office of Education, was attended Oct. 31 by women leaders of national and local organizations following a luncheon in the Rainbow Room, Radio City, New York. At the luncheon were (l to r) Miss Margaret Cuthbert, NBC director of women's activities; Mrs. Harold V. Milligan, radio chairman, General Federation of Women's Clubs, and Clay Morgan, NBC director of public relations, who helped welcome lady visitors.

Radio AND Education

YOUTHBUILDERS, New York, has announced that in the spring of 1940 it will offer Youth Forum Awards to the radio program, book, motion picture and newspaper article or series which has done most during the school year to encourage children's understanding of and pride in democratic processes. Byrnes MacDonald, chairman of the organization's board of directors, stated that the purpose of the awards is "first, to encourage among young people intelligent evaluation of modern means of communication, and secondly, to single out for honor in our time, those media which are addressing to youth effective pleas for the preservation of our democratic heritage."

WTMJ, Milwaukee, carried three special programs in connection with National Education Week, cooperating with the Milwaukee Junior-Senior High School Teachers' Assn.

STERLING FISHER, CBS director of education; Philip K. Barbour, of the NBC international broadcast division, and Neville Miller, NAB president, on Nov. 9-10 attended the Conference on Education & Inter-American Cultural Relations held at the Mayflower Hotel, Washington, by the Division of Cultural Relations of the U. S. State Department.

RADIO Workshop of Syracuse U on Nov. 7 started a series of radio demonstrations during which interested groups are invited to the studios for a tour, explanation of radio station operation, workshop equipment, sound effects and organization. One feature of the demonstration is a drama produced first with everything wrong and later with everything right.

WBAL, Baltimore, on Nov. 10 turned the entire station operation over to high school students of Baltimore City College and Eastern High. Every position in the WBAL organization was filled by students during the 6:30 a.m. to midnight broadcast day. High spot of the day was production of a half-hour all-student show, *Student Day*, heard on MBS from 4:30 to 5 p. m.

PHILADELPHIA Board of Education has started its second program year on WPEN, Philadelphia, increasing its schedule from 15 to 30 minutes on Saturday mornings. New series, *Your Neighborhood Schools*, conducted in the WPEN auditorium studio, presents a different local school each week in a production representing a cross-section of the institution's activities. Students are invited to attend the broadcasts and are brought to the studio in special busses.

ORIGINATING in public and private schools throughout the country, the weekly NBC-Red program *Music & American Youth* has started its sixth consecutive season under the auspices of the Music Educators' National Conference. Concerts by students of all grades are augmented by brief talks by leaders in the field of music instruction.

SUPERVISED by the newly formed KMOX Education Board, the new weekly educational series, *In the Dean's Study*, has started on KMOX, St. Louis. The first of the weekly half-hours featured informal discussion of "This Confused Age" by Miss Jessie Chamberlain, of the St. Louis Art Museum; Lyman Bryson, of the CBS Adult Education Board; Lansing Ray Jr., of the *St. Louis Globe-Democrat*, and Dean Frank M. Detbatin, of Washington U, St. Louis.

WAR MAPS distributed by WCKY, Cincinnati, will be used in 100 history classes in Cincinnati public schools, the local board of education has advised the station. As a goodwill feature, WCKY is mailing copies of the map to listeners sending in a three-cent stamp.

WLS, Chicago, announces that 75,000 schedules of its *School Time* series have been distributed to Midwestern school teachers at their request. The first printing of 55,000 schedules was exhausted before the program started. The daily quarter-hour series is slanted to children of grade school age.

AFTER more than two years' negotiation between CBS and KGMB, Honolulu, a plan has been worked out to allow the Hawaiian station to carry CBS's *American School of the Air*, via transcriptions sent to the islands by KNX, Hollywood.

WCCO, Minneapolis, originated half of the CBS *American School of the Air* program Nov. 3 and the entire broadcast of *People's Platform* Nov. 4, during the bi-annual meeting of the Twin City section of the Minnesota Education Assn.

KENTUCKY U is the latest applicant for a new non-commercial educational broadcasting station under the FCC rules setting aside bands of high frequencies for that purpose. It has asked for 100 watts on 41.9 mc., the station to be located in the Beattyville (Ky.) high school building.

LEON LEVINE, assistant to Sterling Fisher, CBS director of education, represented the network at the educational conference on Evaluation of School Broadcasts, held Nov. 2-4 in Columbus, O.

SCHEDULE of programs for the 1939-40 *University of the Air* on WEVD, New York, has been announced, starting the week of Nov. 15: Tues., 8:15-9 p. m., *Music Appreciation Hour*, and 10-10:30 p. m., *University of the Air Forum*; Wednesday, 9-9:30 p. m., *Editorial Debate*, and 10:15-10:30, Professor Charles Hodges of New York University; Thursday, 10-10:30 p. m., *New York University Round Table*, and 9:15-9:30 p. m., *Latest European Developments* (also Saturday); Friday, 8:30-9 p. m., *College Debates*, 9-9:15 p. m., *Europe Today*, and 9:15-9:30 p. m., *Philosophy and Education*; Sunday, 8-8:30 p. m., *The Poetry Hour*, and 9-9:30 p. m., *Drama Hour*.

MICHIGAN U Broadcasting Service, conducted by Prof. Waldo Abbot under the extension department, has issued a program schedule booklet listing the regularly scheduled features to be produced under auspices of the Broadcasting Service from Oct. 8 to April 5, 1940.

IN THE form of the ordinary commercial brochure, WOWO-WGL, Fort Wayne, Ind., has published a "syllabus" of educational programs broadcast by the stations. Divided as to type of material—general, quiz, music, farm and home, safety, news—a complete list of local and network programs carried appears on the inside pages of the folder, with an appreciation from the stations to cooperating educators and organizations on the back page.

IN THE interest of *Texas School of the Air*, proposed educational series to be started soon on Texas State Network under auspices of the State Department of Education, the TSN educational department has issued a special brochure to Texas school superintendents. The booklet, titled "How the Texas State Network Can Serve the Texas School of the Air", was prepared by Forrest W. Clough, TSN educational director.

KFVS, Cape Girardeau, Mo., on Nov. 7 started a series of educational programs originating from Southeast Missouri State Teachers College. The new series is designed particularly for use in schools in Southeast Missouri and Southern Illinois.

GROUP of six dramatized broadcasts on the efforts of Federal, State and local governments in America to combat disease and ill-health is being presented between Nov. 12 and Dec. 17 by CBS on the weekly Sunday afternoon series, *Democracy in Action*, presented jointly by CBS and the U. S. Office of Education.

CENTRAL Radio Workshop, a section of the radio council of the Chicago board of education, will broadcast a series of programs on WILL, Urbana, Ill., Nov. 24. A group of Chicago school children will appear on the programs which are produced by George Jennings, director of the Workshop. Mr. Jennings has chartered busses for the trip to Urbana with a round trip fee of $2.25 for the children.

Specializing in
RECORDED
Spot Announcements
for
LOCAL Advertisers

We Supply
SCRIPT • CAST
SOUND EFFECTS

Walter Patrick Kelly
RKO Bldg • Radio City • New York

CBS NAMES WINTER TO EDUCATION POST

WILLIAM WINTER, CBS news analyst on WBT, Charlotte, N. C., has been appointed CBS regional director for the South to supervise all educational work in states east of the Mississippi and south of the Mason-Dixon Line. Announcement, by Sterling Fisher, CBS director of education, follows the previous appointment of three regional educational directors: for the Pacific Coast, Mrs. Frances Wilder, KNX, Hollywood; for New England, Lloyd G. del Castillo, WEEI, Boston, and for the Midwest, Mrs. Lavinia Schwartz, WBBM, Chicago [BROADCASTING, Sept. 15].

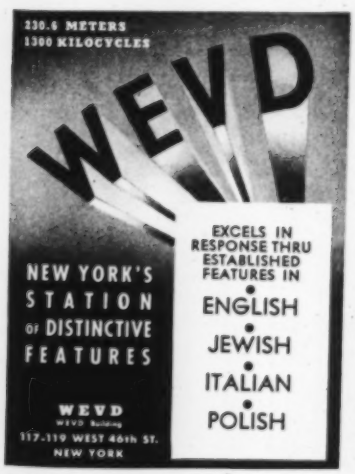
Mr. Winter

CBS has appointed educational directors in 32 Southern stations affiliated with the network, whose task it is to direct educational activities of individual stations with CBS. Mr. Winter will coordinate the activities of these directors. Locally, each educational director cooperates with educational institutions so that the schools can derive fullest value from the *CBS American School of the Air* broadcasts each morning. Part of the Southern effort contemplates approval by State boards of education in the 11 Southern States of ASA broadcasts as accredited subjects. Efforts also will be made toward establishment of local roundtable forums such as the *Carolina Radio Forum* over WBT. Extension of farm information broadcasts also is planned.

Educational directors of more than 50 CBS stations in the East and South have been invited to a Dec. 1 conference in New York by Mr. Fisher, where they will discuss educational problems and witness an *American School of the Air* broadcast.

At Front for MBS

VICTOR LUSINCHI, ex-correspondent of the British Agency Telegraph Exchange, has been appointed MBS war front correspondent with the French Army to broadcast reports of front activities via special recordings in a manner similar to that now used by Arthur Mann, Mutual correspondent with the British Expeditionary Forces.



WHEN the National Conference of Associated Collegiate Press met 500 strong in Des Moines, in late October, CBS originated its college program titled *Bull Session* at the conference. Candidly gossiping are (l to r) Mary Little, radio editor of the *Des Moines Register & Tribune*; Lavinia Schwartz, educational director of CBS-Chicago; Pat Dolan, of the special events department of CBS-Chicago. Mrs. Schwartz and Pat produced the *Bull Session* program, which featured six college newspapermen in an unrehearsed and spontaneous discussion of the press. Participants in the *Bull Session* included Stanley Frankel, Northwestern U; Richard Kline and Richard Gustafson, Drake U; Charles W. Roberts, Minnesota U; George Probst and Joseph Molkup, Chicago U. Parker Wheatley, radio director of Northwestern U, directs the program.

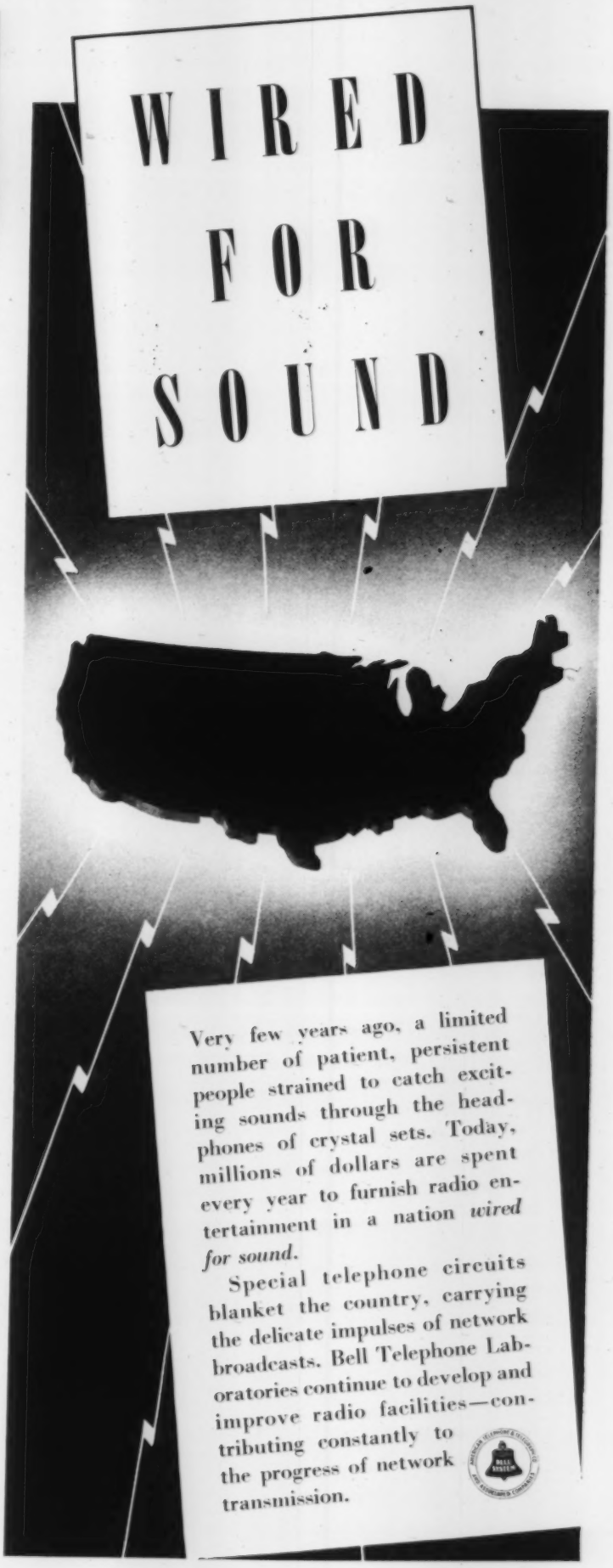
City Radio Board Named To Boost WNYC's Status

A NEW YORK CITY Radio Board, headed by Col. Arthur W. Little, chairman of the board of J. J. Little & Ives, New York printing company, and a panel of advisory consultants have been appointed by Mayor F. H. LaGuardia to supervise programs of WNYC, New York's municipal station, and "to increase the station's educational and cultural importance."

Also on the board are James G. McDonald, president of the Brooklyn Institute of Arts and Sciences; Dr. Margaret Kiely, dean of education at Queens College; Angelo Patri, author and educator, and Jacob Rosenberg, president of Local 802 of the AFM. The following have been asked by the Mayor "to serve as consultants in the field in which they are recognized leaders": John Golden, drama; Dr. Walter Damrosch and Olin Downes, music; Gustavus T. Kirby, Lou Gehrig and Jack Dempsey, sports; Fannie Hurst, current literature; Dr. Mario Cosenza, history; Dr. A. A. Berle, foreign affairs; Dr. George Baehr, medicine and health; Mrs. Frances Gannon, food and marketing, with additional consultants to be added later.

Welles Renewed

CAMPBELL SOUP Co., Camden, has signed a renewal contract, effective Dec. 10, with Orson Welles to continue as director-star of the *Campbell Playhouse* weekly program on CBS. The company on Nov. 6 increased its thrice-weekly program with Lanny Ross on CBS from ten minutes to the full quarter-hour, 11-11:15 a.m. Time extension for the program, heard in the interests of Franco-American Spaghetti, is a result of the quantity of letters received from listeners requesting Ross to sing certain numbers. Ward Wheelock Co., Philadelphia, is agency.


WIRED FOR SOUND
Very few years ago, a limited number of patient, persistent people strained to catch exciting sounds through the headphones of crystal sets. Today, millions of dollars are spent every year to furnish radio entertainment in a nation *wired for sound.*
Special telephone circuits blanket the country, carrying the delicate impulses of network broadcasts. Bell Telephone Laboratories continue to develop and improve radio facilities—contributing constantly to the progress of network transmission.
BELL SYSTEM

What Station—

has so many listeners wanting to see broadcasts that it maintains an 800-seat auditorium from whose stage 125,000 persons were entertained with broadcasts during 1938?

Why It's **WNOX** 1010 KC CBS

5000 W Day 1000 W Night

KNOXVILLE, TENNESSEE

Scripps-Howard Radio, Inc.

Representative

THE BRANHAM CO.

Pacific Radio Survey

FOLLOWING conferences among agency, network and station officials after the recent AAAA convention in San Francisco, announcement was made that a continuous radio audience survey service for the Pacific Coast would be established shortly. C. E. Hooper, New York, was selected among the various research organizations submitting proposals to conduct the survey by the coincidental method, and thus set up the first separate sectional service in the radio field. No details have been announced.

Limb Saved

DR. JOHN HOLLAND, radio pastor of WLS, Chicago, was visited the other day by a very spry six-year-old girl, for whom he arranged a limb operation three years ago. The youngster's parents were fervent WLS listeners and came to Jack Holden, WLS announcer, in 1936 seeking help for their child. Through Dr. Holland, Jack arranged for an operation at Chicago's Shrine Hospital.

Harry Atherton Smith

HARRY ATHERTON SMITH, president of the Delaware, Lackawanna & Western Coal Co., died on Nov. 10, after a two-week illness, at the age of 61. Starting with the coal mining department of the company in 1897, Mr. Smith was elected vice-president in 1918 and president in 1937, of the coal company, probably the only such company which has used radio extensively as its advertising medium with sponsorship of *The Shadow* on MBS for the past three years. Mr. Smith is survived by his wife, Grace, of Scranton, Pa., and a sister, Miss Jennie B. Smith.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

HERBERT LEE BLYE
RADIO CONSTRUCTION ENGINEER
THIRTEEN YEARS EXPERIENCE
LIMA OHIO

They Never Miss...
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service a great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per work. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Salesman: thoroughly experienced for local sales. Fine opportunity for right man. Must have ideas and ability to sell. Reply KWOS, Jefferson City, Mo.

Employees—Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors, Box 864, Denver, Colo.

Salesmanager—Midwestern Regional—full information past experience, references, salary desired, recent photo. Must have proven record. Box A600, BROADCASTING.

Newscaster—Regional station—state salary and information regarding experience, education and references. Box A593, BROADCASTING.

Salesman—Excellent opportunity for right man with good ideas and sales experience on local station. Only station in fairly large eastern city. Apply Box A580, BROADCASTING, giving detailed information. Will pay traveling expenses for interview.

Program Director for ownership-managed small station in midwest metropolitan market. Between 25 and 35. Want energetic man who bubbles with ideas. Moderate starting salary. Give complete background and references. Submit photo. Box A581, BROADCASTING.

Situations Wanted

Radio Operator: RCA graduate; code 28 words per minute. Box A584, BROADCASTING.

Sports Announcer—Radio play-by-play all sports; sports commentary, recordings. Box A601, BROADCASTING.

Announcer wants position with station. Write continuity, news, programming, references. Box A590, BROADCASTING.

Writer-Announcer: Wants position with small station. Write copy, create programs, announce. Box A603, BROADCASTING.

Radio Station Operator—first class phone licensed. Graduate RCAI radio engineering course. Go anywhere. Box A591, BROADCASTING.

Local program director—announcer— organist; desires advancement. Eight years experience. Single. Box A586, BROADCASTING.

Experienced Operator — Background of three years with Western and Midwestern stations as operator, salesman, announcer. Will go anywhere. Box A587, BROADCASTING.

Station Manager—employed regional station, experienced, invites your closest inspection, with a view to starting the New Year right mutually. Address Box A588, BROADCASTING.

Production Man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A598, BROADCASTING.

First Class Announcer—Worked over major networks, specialist on commercials, special events; agency-calibre copywriter; excellent background; desires change. Record available. Box A596, BROADCASTING.

Situations Wanted (Cont'd)

Chief Engineer—with extensive experience 50 watts to 50 Kw. Handle allocation engineering, design, construction. Graduate Electrical Engineer. Available November 15. Box A595, BROADCASTING.

$40 weekly will bring you an experienced, progressive program director-announcer, now employed in a southern station. College graduate. Position must have definite future. Address Box A589, BROADCASTING.

Radio Telephone First Class License desires broadcast position. Former ship operator, six years R.C.A. transmitters special apparatus, testman, now employed. Box A582, BROADCASTING.

Pioneer radio executive, 12 years' experience every phase radio, all sections of country, presently employed, desires station managerial position, progressive market. References. Salary secondary. Box A583, BROADCASTING.

Sales Executive. Six years in newspaper advertising. Four years in radio with network station. Have ample proof of ability to produce results. Widower, willing to go any place a real opportunity exists. Box A585, BROADCASTING.

Commercial Manager, network outlet, east or middle west. Experienced in newspaper and radio sales, several markets. I know and can put into operation sales producing formula. All replies strictly confidential. Box A594, BROADCASTING.

Experienced newscaster and commentator. Clear, distinctive voice. Background advertising, foreign travel. Ten years broadcasting experience. Seeks permanent opportunity with progressive station anywhere. Also continuity writing, interviews, special features. Box A602, BROADCASTING.

For Sale . . . The services of Manager or Program-Production Director—12 years experience. Excellent background large and small stations. Capable of giving added punch—sales—programs—promotion. Best references. Sober. Married. Now employed. Desire permanent position. Box A597, BROADCASTING.

Scripts Wanted

Used scripts wanted suitable for translation into foreign language programs; describe fully; lowest price. Box A592, BROADCASTING.

Wanted to Buy

100-250 Watt Used RCA, Western Electric or Collins Transmitter. Must be in first class condition. Address Box A599, BROADCASTING.

For Sale—Equipment

Field intensity meter—RCA 75 B, latest model. Excellent condition, sacrafice for cash. Box A579, BROADCASTING.

For Rent—Equipment

G. R. standard signal generator, radio detector, G. R. radio frequency bridge for making antenna impedance measurements; oscillographs, distortion measuring equipment, RCA 75B field intensity meter for rent at reasonable rates. Allied Research Laboratories, 260 E. 161st St., New York City.

McDonald Urges FCC To Leave Television in Private Industry Hands

A PLEA to the FCC that it give the greatest possible freedom to private enterprise in television by removing any hampering rules, and that it not become "a financial partner" through a subsidy to the visual medium, was made Nov. 13 by Comdr. E. F. McDonald Jr., president of Zenith Radio Corp.

In a letter to the Television Committee of the FCC, Comdr. McDonald said possibility of a Government subsidy had been mentioned. He urged vigorously that no such step be contemplated, since it would not only suppress freedom of the medium but also would mean that the Government would lend tax-secured resources to establish competition with existing advertising media.

Comdr. McDonald suggested it might be wise to confine commercial licenses to areas such as New York, where enough receivers exist so results may be observed. If the experiment proved a failure, it then would be easy to alter or cancel it, whereas correction of a "nationwide mistake" would be difficult, he said.

Comdr. McDonald, together with James T. Buckley, of Philco, and Dr. C. B. Jolliffe, representing David Sarnoff, RCA president, conferred with the FCC Television Committee Nov. 2, as a committee representing RMA. It is understood the group recommended lifting of the experimental ban on television to permit sponsored programs, a course which the committee followed in part (see page 17). On Nov. 3, Walter J. Damm, WTMJ, Milwaukee, chairman of the NAB Television Committee and an applicant for a television station to test program service, also conferred with the committee.

James J. Walker Named To Head Artist's Group

JAMES J. WALKER, former mayor of New York City, has been elected president of the National Assn. of Performing Artists, succeeding Fred Waring, who now becomes NAPA's first vice-president. The position is an active one and will occupy most of Mr. Walker's time, it was stated, although NAPA refuses to divulge whether or not it has become a paid position. The new president has already assumed an active part in negotiations with Music Publishers Protective Assn. for an alliance in the proposed drive to collect fees for the performance of records on coin-operated machines.

Mr. Walker's eligibility for membership in NAPA is based on his radio work last spring, when he acted as m.c. on a series of variety programs broadcast by WMCA, this work qualifying him as a performing artist.

EASTERN CHIP STEAK Co., Newark, has named Scheck Adv. Agency, Newark, and has placed a test of quarter-hour transcriptions *Melody Stars* thrice-weekly for five weeks on WAAT, Jersey City, during September and October. More radio will probably be used in the near future.

J. A. FOLGER & Co., Kansas City (coffee), on Nov. 13 added WDZ, Tuscola, Ill., to the list of 19 stations carrying the *Judy & Jane* transcriptions, placed through Lord & Thomas, New York.

Gannett Seeks Station Funds to Fight New Deal Radio Control; Other Comment

FREEDOM of speech, the NAB code, and alleged New Deal machination which eventually would engulf broadcasting, proved favorite topics of columnists and editorial writers during the last fortnight, as radio continued to make the headlines.

Most sensational was the new undertaking of the Committee to Uphold Constitutional Government, headed by Frank Gannett, upstate New York publisher and station owner, circularizing station owners and other segments of the industry to contribute to a campaign to curtail Federal control of radio. The committee is seeking contributions of from $50 to $1,000 from each station along with free time for transcription speeches which it would furnish. Mr. Gannett recently launched a vigorous campaign for repeal of Section 606 of the Communications Act, granting the President power to commandeer radio in time of national emergency. Freedom of radio, the committee contends, is threatened by "bureaucratic caprice" and is subject to "manipulation for political purposes."

The Gannett solicitation brought a deluge of inquiries from stations to the NAB. The industry position, it was indicated, would be that stations look to the NAB to champion their legislative causes rather than to an outside committee, though the industry obviously favors any move designed to give to radio widest latitude as a free enterprise. Whether broadcasters as individuals choose to contribute to the cause is a matter outside the pale of joint industry action and presumably is left to the discretion of individual broadcasters.

See Code Transformed

Joseph Alsop and Robert Kintner, Washington columnists for the North American Newspaper Alliance, in their November 14 column took up the Code-Coughlin issue, and observed that if the industry self-regulatory effort should fail the FCC "can step in". They stated that FCC Chairman Fly believes radio propagandists must be dealt with somehow and that if the code breaks down "the FCC will consider transforming code rules into binding Commission regulations."

The Washington journalists mentioned Elliott Roosevelt's denunciation of the code but said this has no bearing on the official viewpoint. They reported the President had told Fly on several occasions that he "need pay no attention to young Roosevelt and if anything his views carry less weight at the FCC than those of other station managers of equal importance." They added that the President "heartily favors the NAB Code which his son has attacked."

Alsop (who is a relative of the President) and Kintner interpreted Pope Pius XII's recent encyclical to the American Church as a direct rebuke to Fr. Coughlin. The Holy Father's observation that the priesthood should be "forgetful of personal gain, despising popularity, impartial" was viewed as being directed toward the Detroit priest, particularly in the light of the recent criticism by Rev. Bernard Shiel, Auxiliary Bishop of Chicago, of Fr. Coughlin.

The *New York Daily News*, in a syndicated editorial Nov. 14, cracked the NAB Code, predicting that if the radio industry goes along with the "no controversy" issue it "is taking a big chance of getting ridden straight into the corral of Government ownership." The editorial recited that radio "has a loud voice but a weak heart". It called the NAB statement that it would give away time for controversial programs as "flossy chatter" pointing out that only undesirable hours would be turned over for such broadcasts since stations obviously have the profit motives along with newspapers, grocery stores and peanut peddlers.

Chicago Tribune's Attack

The *Chicago Tribune*, under the same ownership as the *New York Daily News*, in an editorial Nov. 13 attacked both the NAB Code and the FCC position in connection with it. It referred to the "stranglehold the Commission has upon the life of each licensed station" as embodied in the public interest clause, and held that a recent letter sent by the FCC to the United Rubber Workers, which had complained about refusal of sale of time by WJW, Akron, was a warning "which seriously modified the seeming concession that the radio was free and independent, subject only to the libel and other laws which impose responsibility for public utterance and public writing." It charged that the Government does not quite dare yet to do all the bureaucrats might like them to do but that they "feel constrained to control by intimation and intimidation but the fact that each station must appear before the Commission as a pleader with proof that it is serving the public interest is a condition which must weigh heavily upon the freedom of many managements. They will hesitate to offend the Administration because that offense might count against them when application for renewal is presented."

For Banking Accounts

CHRISTMAS CLUB Inc., New York, late in November and early December will sponsor one-time five-minute programs, transcribed by World Broadcasting System, on about 50 stations throughout the country to secure new and renewal Christmas Club accounts, which are organized by local banks. Account is handled by Brooke, Smith, French & Dorrance, New York.

Continental on CBS

CONTINENTAL BAKING Co., New York, will start, probably on Dec. 9, a new dramatic program titled *Lives of Great Aviators* for Wonder Bread on 48 CBS stations, Saturday, 7:30-8 p. m. An m.c. for the program and the definite starting date will be announced shortly. Benton & Bowles, New York, is agency.

ADAM HAT STORES, New York, will sponsor George Hamilton Combs' commentaries seven nights a week on WHN, New York, through Glickman Adv. Agency, New York.

Writers to Seek Contract Change

Waiver of All Rights Is Cause Of West Coast Resentment

A DEMAND on advertising agencies to revise contracts with radio writers so that all rights to scripts are not usurped by commercial accounts will be made by Radio Writers Guild with support of Screen Writers Guild and Author's League. United action by the three groups was decided upon when it was brought to notice that a Hollywood film studio will make a series of shorts based on Campana's *First Nighter* dramas.

Western Division of Radio Writers Guild, at its Nov. 7 meeting in Hollywood, unanimously voted to investigate the situation and communicated with New York attorneys regarding privileges taken. It is charged that radio scripts which sold for around $100 each must carry a waiver from the author on all rights. Hollywood writers contend that they are being deprived of revenue from other sources by signing such agreements. They further point out that the price paid for scripts is too meager to compensate them for the broad use made of their plays.

To Start in Chicago

The Guild will first concentrate on Chicago agencies which buy most of the continuities. Demand on agencies is now being drafted and will be presented after the membership of the three Guilds have approved the arrangement.

To protect writers, Western Division is investigating script racketeering now said to be prevalent on the West Coast. A committee consisting of Willis Parker, Daniel Frees, Bill Johnson and Bob Thompson has been named to handle the situation.

Western Division, at its Nov. 7 meeting re-elected Forrest Barnes president. He automatically becomes vice-president of the national body. John Boylan, Donald H. Clark, Irving Reis, True Boardman and Thomas Conrad Sawyer were elected to the western regional council for two years, with Leonard J. Levinson, John Slott, David Taylor, Mel Williamson and Jerome Schwartz named to serve for one year. Paul Franklin was selected as alternate. Boylan, Clark, Levinson and Reis were also elected representatives to the Author's League.

New York division of the Radio Writers' Guild on Nov. 6 elected new Eastern officers and discussed "contractual relations" between script writers and agencies. Kenneth Webb was unanimously re-elected national president, although final approval awaited action by the Los Angeles and Chicago groups. Knowles Entriken, new Eastern regional vice-president, presided at the meeting, which set up the ten-man Guild Council as follows: Merrill Denison, Stuart Hawkins, Katharine Seymour, Lawrence Hammond, Elaine Sterne Carrington, Ruth Adams Knight, Henry Fisk Carleton, Welbourne Kelly, Margaret Lewerth and Bayard Veiller. Four of these members, Hawkins, Hammond, Denison and Miss Seymour, will represent the writers on the Authors' League Council.

Joint Television Group Of Actor Unions Studies Jurisdictional Problems

JOINT committee on television set up by the Associated Actors & Artistes of America, parent of all AFL actor unions, with representatives of Actors' Equity Assn., Screen Actors' Guild and American Federation of Radio Artists, held its first meeting Nov. 8. While little was accomplished beyond the appointment of several subcommittees to study various phases of the problems of television talent and to report on their findings at the next session, to be held Nov. 15, the meeting displayed a spirit of friendly cooperation among members of the various unions that was a strong contrast to the situation of a few months ago, when the rival organizations were vehemently claiming sole jurisdiction over this new field of entertainment.

Function of the committee is not to administer television rights, but to work out an arrangement for the administration of those rights in such a way as to protect the interests of actors from all fields who may become employed in television. Equity's committee members are: John Lorenz, chairman, Alfred Kappeler, James Ball, Claudia Morgan, with Walter Greaza and Ruth Richmond as ex-officio members. AFRA committee includes Emily Holt, chairman, George Heller, Ned Wever, Everett Clark, Eric Dressler and Mark Smith, ex-officio. SAG committee includes Florence Marston, chairman, Stephen Kent, Frank McMellis and Jack Davis.

Kolorama Laboratories Plans Television Station

KOLORAMA LABORATORIES, Irvington, N. J., has filed an application with New Jersey Public Utilities Commission to construct an experimental television station in Carlstadt operating on 500 watts with a frequency of 2000 to 2100 kc. A similar application is before the FCC, whose decision is awaited before the State Commission issues its approval. The company is now operating on a special 30-day permit from the FCC on the call letters W2XWC.

Constitutionality of this New Jersey P.U.C. Act was questioned last December by NBC when that network wished to erect an antenna at Bound Brook, N. J. NBC claimed the requirement of such permission "to be unconstitutional exercise of regulatory power by the State, inasmuch as the Federal Government has already completely regulated the field of broadcasting." Final court ruling restrained the P.U.C. Board from interference, ruling that the Commission had no authority to regulate interstate broadcasting.

Video's Victory

PHILIP KERBY, ex-newspaper man who is now on NBC's sales promotion staff, has written *The Victory of Television*, to be published Nov. 15 by Harper & Bros., New York. Another work on television to be published early next year by W. W. Norton, New York, is a symposium now being compiled and edited by John Porterfield, who has appeared on a number of NBC telecasts.

Television News Notes

When Dusk Comes

EARLY hour of darkness these late fall days has caused a new headache for NBC's television experimenters, as the final periods of the Saturday and Sunday afternoon football games telecast on W2XBS, New York, are frequently played in light too dim to produce a good picture. Solution arrived at is that whenever this point is reached the cameras will be shut off, but the sound continued, so that the listener-viewer will at least be able to hear how the contest ends. This decision gives to Allen Walz, former New York U grid star who announces the football telecasts, the difficult task of changing his announcing techinque mid-way, from explaining plays visible to his audience to describing them completely to listeners unable to watch the play.

* * *

AFM Watches Video

MARK WOODS, NBC vice-president, met with the executive board of the American Federation of Musicians on Nov. 3 to give a picture of the present status of television as an entertainment medium. Musicians' union wants to keep abreast of television developments, it was stated, and has appointed a committee for that purpose, made up of Harry E. Brenton, AFM treasurer, and James C. Petrillo, head of the Chicago local, with Joseph N. Weber, AFM president, as ex-officio member. As yet the AFM has not considered proposing any standards of wages or working conditions for television, it was said.

* * *

Bee Televised

FURTHER tie-in between advertising and television was witnessed Nov. 5 during the televising of Paul Wing's *Spelling Bee* program, which is regularly sponsored on NBC by Cummer Products, over NBC's television station, W2XBS, New York, when Volupte lipstick novelties and packaged herbs from the Herb Farm Shop of London, both accounts handled by Abbott Kimball Co., New York, were given away to the winning spellers among five prominent illustrators and five New York beauties.

Don Lee Schedules

COINCIDENT with the placing of television receivers on sale in Los Angeles by RCA, General Electric, Gilfillan and Stewart-Warner, W6XAO, the Don Lee Broadcasting System television station in that city has resumed its daily telecasts from 8 to 9 p.m., with matinees Tuesdays, Thursdays, and Saturdays, 4 to 5 p.m. Three of the evening telecasts are live talent, with motion pictures used the balance of the week. Harry R. Lubcke, Don Lee television director, estimates there are more than 400 television sets in southern California homes at present, with programs being received within a radius of 30 miles from the station located at 7th and Bixel St. in downtown Los Angeles. Move of the transmitter to a Hollywood mountain top early next year, as planned by Thomas S. Lee, president of the corporation, will increase the W6XAO signal range to 60 miles, it was said. Don Lee network has ordered an RCA portable television pickup unit which is expected to be in operation by mid-December.

* * *

Seeing and Eating

AUTHORITIES on foods and wines appear as guests on *Crosby Gaige's Cooking Scandals*, new series of telecasts on W2XBS, New York, with the producer-gourmet as master of ceremonies. Dinner prepared and described on the program will also be eaten by the guests in full view of the video audience. Dinner service accessories are furnished by Lewis & Conger, New York department store, as a further experiment with the commercial possibilities of television.

* * *

Oklahoma City Video

WKY, Oklahoma City, is sponsoring a free-five-day television exhibition in Oklahoma City starting Nov. 13 at the Municipal Auditorium. As a feature of the demonstration, WKY's two NBC originations, *Cameos of Melody* and *Southwestern Serenade*, will be televised for the Auditorium visitors simultaneously with their transmission on the network.

ELECTION returns were broadcast by WCKY, Cincinnati, from 6:15 p. m. until 2:15 a. m. election night, both from the news room of the *Cincinnati Times-Star* (owner of WKRC) and the Board of Elections counting rooms in the Gibson Hotel. In the *Times-Star* news room are (standing) Bev Dean, WCKY promotion manager, and France M. Raine, radio editor of the *Times-Star*, and (seated) Bud Spenlen and Art Gillette, WCKY engineers; Lee Bland, announcer; Mendel Jones, production manager, and Rexi Davis, announcer.

FIRST VIDEO TEST IS STAGED BY CBS

FIRST TEST of the video signal of the new television transmitter of CBS, atop the Chrysler Tower, New York, was made Nov. 8, when a test pattern was kept on the air from 1:30 to 2:30 p.m. In addition to marking the first picture transmission of W2XAB, the date is also the first time in history that two television stations have been on the air at the same time in the same city.

CBS engineers were not completely satisfied with the images produced by the first test, which were marred by "pictorial echoes", secondary images slightly removed from the original, but they expect to be able to remove this distortion without much trouble and believe that for a first attempt the signals came through better than might have been expected. They were extremely pleased that their signal produced no interference with that of NBC's Empire State Bldg. transmitter, W2XBS, nor its signal with the CBS images, proving that two video stations can operate side by side without interference.

CBS Television Advances

A NEW type of television camera, equipped with a series of lenses and mirrors that permit the operator to view the picture right side up instead of upside down, usual camera fashion, has been developed by CBS television technicians. Test broadcasts on the CBS audio television channels have been started, and testing of the video channels will be commenced shortly, it was learned. Date on which CBS will begin transmission of program material is still shrouded in mystery, however, with executives refusing to make any predictions.

* * *

Telegenic Trunks

TO ENABLE the television audience to distinguish the participants in televised boxing bouts more clearly, NBC has obtained permission from the New York State Boxing Commission to furnish one of each pair of boxers with trunks topped by a broad white band. NBC's television station, W2XBS, is currently broadcasting the Saturday night bouts at the Ridgewood Club.

* * *

Television at Auto Show

RCA television exhibit was held during the nine-day Chicago automobile show which ended Nov. 14. Given in conjunction with the *Chicago Herald-American*, the television show featured personalities from the newspaper, night clubs and local radio talent. Five television receiving sets were installed at Chicago's International Amphitheater for the demonstration and RCA iconoscope cameras were used. Harold Isbell, free lance announcer, was m.c. It is estimated that 50,000 persons attended the free television exhibit.

Tags for Pets

DOG GONE Good Food Service, New York, on Nov. 20 starts sponsorship of the thrice-weekly quarter-hour, *Dog Gone*, on WINS, New York, and also offered to the New York State Network. The program, conducted by Richard Meaney, author of the "Kennel Corner" column in the Sunday *New York Journal-American*, and Walter King, has been sending listeners novelty identification tags for lost pets, bearing the inscription, "This is a lost pet. Notify radio station WINS." The account is handled direct.

Equipment

MOBILE UNIT of the New Zealand Commercial Broadcasting Service—5ZB—is this specially reconstructed railway coach which, equipped with a 250-watt transmitter and programming and business facilities, recently completed a 2,000-mile tour of the north island of New Zealand. Conceived by Beaumont T. Sheil, advertising manager of the service, the railway studio originated special programs all through its tour, which was in charge of Ian Mackay. Also included in the tour party were Doug Laurenson, as sales representative, and David Joseph, special engineer.

CONSTRUCTION has been completed at W2XQR, New York, frequency modulated station of John V. L. Hogan, who was granted a construction permit for such a station to operate on 43.2 megacycles with 1,000 watts. Radio Engineering Laboratories supplied the transmitter, which is located in the transmitter building of WQXR, New York, in Long Island City. Mr. Hogan personally directed the installation. WQXR, of which Mr. Hogan is chief owner, has been granted an increase from 1,000 to 5,000 watts, and plans are now being drawn for a new transmitter, expected to go into operation early next year.

WIP, Philadelphia, has applied to the FCC for authority to erect a new 1 kw. frequency modulation transmitter on 43.3 mc. Benedict Gimbel Jr., manager, announced that it is planned to carry regular WIP programs simultaneously on the station. He said $30,000 will be expended on the experiment, which will be under the direction of Clifford C. Harris, technical supervisor.

THE FCC on Oct. 11 approved three Amperex transmitting tubes for use in final stages of commercial broadcast transmitters. Types 892-R and 343-A have high-level modulation power ratings of 5,000 watts; low level modulation ratings of 2,500 watts. Type 342-A has high level modulation rating of 10,000 watts; low level modulation rating of 8,500 watts. They are manufactured by Amperex Electronic Products, Brooklyn.

ALLIED RECORDING PRODUCTS Co., manufacturers of recording machines and accessories, on Nov. 1 combined its offices and factory at 21-09 43rd Ave., Long Island, N. Y. Previously located at 126 W. 46 St., New York, for the past several months it has maintained its manufacturing plant at the Long Island City address. I. H. Goldman is president of the firm.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., is manufacturing a new roller bracket as an in-and-out holder for handi-mikes, handsets and other types of small microphones. The device is chrome plated, with the spring of bronze and roller of rubber.

WKY, Oklahoma City, is renovating its transmitter building and landscaping the transmitter grounds, under supervision of Chief Engineer Jack Lovell.

WESTERN ELECTRIC equipment and a Blaw-Knox radiator have been ordered for the new KWFC, Hot Springs, Ark., authorized last July to operate with 100 watts night and 250 day on 1310 kc., according to Howard Shuman, who will be manager. Construction has been delayed by litigation, but it is hoped to have the station operating by Jan. 1.

KVOO, Tulsa, Okla., has purchased a new Gates sound effects cabinet, including three turntables, four pickups and mixers, with 200-ohm input and tone control.

KPAC, Port Arthur, Tex., is working a full crew overtime in an effort to complete installation of its new RCA high fidelity transmitter by Nov. 15. Workmen assembling the new directional antenna towers recently were forced to cease work for two days by high winds, but the entire new installation is expected to be completed in time for fulltime operation Dec. 3.

WBIG, Greensboro, N. C., held open house Nov. 6-12 to celebrate dedication of its new 5 kw. Western Electric transmitter. The new plant, together with a 360-foot Blaw-Knox vertical radiator, has been installed on Guilford Battleground Boulevard.

WOI, Iowa State College station at Ames, authorized by the FCC to operate with 1,000 watts night and 5,000 day, has put in operation a new RCA DX-5 transmitter, RCA speech input equipment and a 400-foot Truscon tower. The station, which observes its 19th anniversary Nov. 21, also has completed new studios, acoustically treated by Johns-Manville.

J. P. CARSON, Los Angeles sales manager of Graybar Electric Co. on Nov. 1 was promoted to district manager, with headquarters in San Francisco. He succeeds Alfred H. Nicoll, who has assumed new duties with the concern in New York. W. E. Guy, Hammond, Ind., branch manager of the concern, is now Los Angeles sales manager.

AN RCA 250-watt transmitter, Truscon tower, Gates remote amplifiers, Collins console, Fairchild turntables, WE reproducers and Shure microphones have been ordered for the new WHKY, Hickory, N. C., now being constructed. General manager will be J. E. Coad, and chief engineer E. S. Long.

E. F. JOHNSON Co., Waseca, Minn., has published catalog No. 966 titled *Radio Transmitting Equipment*, containing complete descriptions and prices of Johnson condensers, inductors, r. f. chokes, "Q" beam, antenna wire, insulators and other transmitting accessories.

CKAC, Montreal, has purchased an RCA 5 kw. transmitter, which is expected to be operating about Feb. 15, 1940. The new transmitter is part of the CKAC modernizing program which also has included renovation of studios by Johns-Manville Co.

LIMITED strictly to broadcasters interested in television is the bulletin, *DuMont Television Transmitting Equipment*, issued by Allen B. DuMont Labs., Passaic, N. J. It deals with essential studio, transmitting and receiving equipment, including direct pickup camera, film pickup camera, studio lighting, special film projector, studio sound and other apparatus. Copy of the bulletin is offered any broadcaster writing on his business letterhead.

CHARLES K. MARSHALL, formerly western representative of Collins Radio Co., has formed his own Los Angeles organization, specializing in precision radio equipment. He is headquartered at 606 N. San Vicente Blvd.

CHARLES MICHELSON, New York transcription firm, has announced two models of the new Michelson Porto Playback, AC and AC-DC. The portable transcription reproducer, weighing under 20 pounds, is fitted in a light weight airplane luggage case, and incorporates a 6-inch dynamic speaker, balanced magnetic pickup, constant speed 33 1/3 rpm air cooled motor, three tube matched amplifier system and tone and volume control.

COLLINS RADIO Co., Cedar Rapids, Ia., has issued a bulletin describing the new Collins 12-Z remote amplifier.

WBNX, New York, has applied to the New Jersey Public Utilities Commission for permission to move its transmitter from Cliffside, N. J., to Carlstadt, N. J. The new location would permit programs to be heard over double the number of potential receiving sets, according to H. L. Wilson, consulting engineer for the stations.

KFSG, Los Angeles, has installed a new 250-foot Wincharger vertical radiator, jointly used with KRKD, that city. Construction, supervised by Myron Kluge and Willis O. Freitag, chief engineers, respectively, of KFSG and KRKD, was handled by Marlin Electric Co., Los Angeles, which also built and installed a 300 mm. airway beacon light and a 5 kc. antenna tuning unit.

THE KSFO engineering department, San Francisco, recently completed a pack transmitter to cover remote broadcasts. The transmitter is specially designed, has a talk-back feature and extension rod aerial, all neatly boxed in airplane-luggage cases.

Maximum Relay Power Is Increased to 100 w.

TO PROVIDE a more dependable service by relay broadcast stations, the FCC Nov. 7 announced amendment of its rules [Section 4.25(b).] whereby such stations will be permitted to use power up to 100 watts on specified groups of relay channels. Heretofore the maximum power permitted has been 25 watts. The rule, as amended, reads:

Section 4.25(b) of Rules other than Broadcast, was revised to read as follows:

"A relay broadcast station assigned frequencies in Groups D, E, F and G will not be authorized to install equipment or licensed for an output power in excess of 100 watts; provided that before using any frequency in these groups with a power in excess of 25 watts, tests shall be made by the licensee to insure that no objectionable interference will result to the service of any government station, and provided, further, that if the use of any frequency may cause interference then the power shall be reduced to 25 watts or another frequency in the licensed group selected which will not cause objectionable interference."

Ballot at RCA Plant

NATIONAL Labor Relations Board on Oct. 31 ordered a secret ballot election, to be held within 30 days, among production, model making, engineering and office service employes of RCA Mfg. Co. at the Camden, N. J., plant to determine the employes' choice of representation in collective bargaining by either International Brotherhood of Electrical Workers, affiliated with AFL, or United Electrical Radio & Machine Workers of America, CIO union, or by neither.

Bliley High Frequency Quartz Crystal Units are designed to provide accurate dependable frequency control under the adverse operating conditions encountered with mobile and portable transmitters. Both the rugged type M02 holder and the compact M03 temperature controlled mounting are widely employed for U.H.F. services where reliability counts. Catalog G-11 contains complete information on these and other Bliley Crystal Units for frequencies from 20 kc. to 30 mc. Write for your copy.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 28 TO NOVEMBER 14, INCLUSIVE

Decisions . . .

OCTOBER 31

MISCELLANEOUS — KRBM, Bozeman, Mont., granted license 1420 kc 100-250 w unl.; WKNY, Kingston, N. Y., granted mod. CP studio, trans., site, change equip., radistor; KFAR, Fairbanks, Alaska, granted license new station 610 kc 1 kw unl.; WOI, Ames, Ia., granted license move studio, trans., new equip.; WLPM, Suffolk, Va., granted mod. CP studio, trans. site, radiator.

NOVEMBER 1

NEW, Paducah Bcstg. Co., Hopkinsville, Ky.—Granted CP 1200 kc 250 w unl.

KELD, El Dorado, Ark.—Granted CP increase to 250 w unl.

WLBJ, Bowling Green, Ky.—Granted mod. CP studio, trans. sites, new equip., radiator, increase N to 250 w.

KMO, Tacoma, Wash.—Granted vol. assignment license to Carl E. Haymond.

NEW, St. Lawrence Bcstg. Corp., Ogdensburg, N. Y.—Granted amended applic. CP 1370 kc 250 w unl.

WQXR, New York—Granted amended applic. CP increase 1 to 5 kw, new equip.

KABC, San Antonio—Granted mod. license N to 250 w.

WSKB, McComb, Miss.—Granted mod. license to unl. 100 w.

WOCB, Hyannis, Mass.; WLEU, Erie, Pa.; WHBY, Appleton, Wis.; KFXJ, Grand Junction, Col.; KROC, Rochester, Minn.; WLLH, Lowell, Mass.; WAPO, Chattanooga; WTJS, Jackson, Tenn.; WMBR, Jacksonville, Fla.—Granted mod. licenses N to 250 w.

WSVS, Buffalo—Granted renewal to 1-1-40 and applic. removed from docket since applic. WBNY for WSVS facilities.

SET FOR HEARING—NEW, J. D. Falvey, Ottumwa, Ia., CP 1210 kc 100 w unl.; NEW, Chilton Radio Corp., Dallas, CP 1370 kc 250 w unl. (asks KFJZ facilities); NEW, V. O. Stamps, Dallas CP 1370 kc 250 w unl.; NEW, Harold Thomas, Bridgeport, Conn., CP 1420 kc 250 w unl.; NEW, E. E. Krebsbach, Miles City, Mont., CP 1310 kc 100-250 w unl.; NEW, Star Printing Co., Miles City, Mont., CP 1310 kc 250 w unl.

MISCELLANEOUS—NEW, Silver Crest Theatres, Yuma, Ariz., denied reconsideration and oral argument re applic. Yuma Bcstg. Co. new station, granted 8-8-39; NEW, United Theatres, San Juan, P. R., denied review of grant to Enrique Abarca Sanfeliz; WMBQ, Brooklyn, extended effective date of Provision 3 of 12-6-38 authorizing WWRL to include WMBQ time; WRTD, WRNL, Richmond, needed reconsideration WMBG applic granted 6-21-39; WTMJ, Milwaukee, NEW, Sentinel Bcstg. Corp., Salina, N. Y., denied petitions final action on applic. Sentinel Bcstg. Corp. 620 kc 1 kw unl., prior to time 5 kw applics. become available for decision; WFLA, Tampa, denied review of action denying intervention in WROL applic.; WWSW, Pittsburgh, WTMJ, Milwaukee, WHJB, Greensburg, Pa., denied petitions re WHJB applic. prior to time 5 kw applics. related thereto become available for decision; KUTA, Salt Lake City, denied KMTA petition appealing grant of KDYL motion to amend notice of hearing by adding economic issues; C. T. Sherer Co., Worcester, Mass., granted review orders 9-11-39 and 9-29-39 granting Worcester Co. Bcstg. Corp. applics.

Travelers Bcstg. Service Corp., Hartford—Denied voluntary assignment licenses WTIC and shortwave stations to Travelers Bcstg. Co.

NOVEMBER 2

NEW, Brown Co. Bcstg. Co., Brownwood, Tex.—Denied without prejudice CP 990 kc 1 kw D.

NEW, Samuel M. Emison, Vincennes, Ind.—Granted continuance hearing after 2-1-40.

NOVEMBER 3

NEW, Neb. Bcstg. Corp., Fremont, Neb.—Granted CP 1370 kc 100-250 w unl.

MISCELLANEOUS—Leave to intervene in hearing for 11-27-39 on petition Hearst Radio Inc. to assign license WINS to Metropolitan Bcstg. Corp. denied Robert L. Cotton (for 40 WINS employes) and Local 913, IBEW; NEW, Richard T. Sampson, Riverside, Cal., denied request amend applic. change 1390 250 w D to 1420 kc 250 w unl., with leave to withdraw without prejudice; NEW, Colonial Bcstrs., Savannah, granted petition dismiss applic. with prejudice; KFIO, Spokane, granted postponement hearing; NEW, Lakeland Bcstg. Co., Willmar, Minn., granted continuance hearing; KMAC, San Antonio, granted continuance hearing; KYOS, Merced, Cal., granted petition intervene Broadcasting Corp. of America, Riverside, Cal.; KPRC, Houston, granted intervention applic. KMAC.

NOVEMBER 7

KEIA, Honolulu—Mod. license to Hawaiian Bcstg. System.

KTOH, Lihue, Hawaii—Mod. CP new station move trans.

WNLC, New London, Conn.—CP increase to 250 w.

WELL, Battle Creek—Vol. assign. license to Federated Publications Inc.

NOVEMBER 8

WMFF, Plattsburg, N. Y.—Denied CP change to 1240 kc 1 kw directional N.

NEW, Thumb Bcstg. Co., Brown City, Mich.—Denied CP 880 kc 1 kw D.

NEW, Orville W. Lyerla, Herrin, Ill.—Granted CP 1310 kc 100-250 w unl.; denied without prejudice applic. of WEBQ and KFVS for mod. licenses (WEBQ to 1310 kc and KFVS to 1210 kc).

KRRV, Sherman, Tex.—Granted CP move trans., new equip., directional antenna using 880 kc 1 kw unl.

WSUI, Iowa Ctiy—Granted increase to 1-5 kw.

WNBH, New Bedford, Mass.—Granted CP move trans., radiator, increase N to 250 w.

WGBR, Goldsboro, N. C.; WGRM, Wilson, N. C.—Granted CP's increase to 250 w.

KCMO, Kansas City—Granted CP increase D to 5 kw.

WCNC, Hickory, N. C.—Granted license new station, granted mod. license to 250 w.

WFLA, Tampa—Granted auth. transfer control to Tribune Co.

WHBU, Anderson, Ind.—Granted transfer control to Roy E. Blossom and Leo M. Kenneth.

KTBC, Austin, Tex.—Granted voluntary assignment license to State Capitol Bcstg. Assn.

WIS, Columbia, S. C.—Granted voluntary assignment license to Liberty Life Insurance Co.

WCOU, Lewiston, Me.; WMGA, Moultrie, Ga.; KGLU, Safford, Ariz.; KHUB, Watsonville, Cal.—Granted mod. licenses N to 250 w.

WPID, Petersburg, Va.—Granted mod. CP N to 250 w.

MISCELLANEOUS—L. & M. Bcstg. Co., Ottumwa, Ia., denied rehearing and intervention KGLO applic. as granted 9-26-39; Silver Crest Theatres, and KUMA, Yuma, Ariz., postponed hearing to 12-1-39 at Yuma re revocation KUMA license and Theatres applic. KUMA facilities; WOL, Washington, denied petition to modify final order and amend findings re applic. Lawrence Heller to delete "without prejudice" in order of 10-18-39; WJBW, New Orleans, granted reconsideration action of 10-25-39 setting applic. for hearing and granted without hearing applic. unl. time on 1200 kc; KGB, Los Angeles, KDB, Santa Barbara, KFSD, San Diego, dismissed petitions KGB, KDB to reconsider action 7-20-39 granting applic. Worcester Bcstg. Corp. permission to apply for CP etc.; WPAY, Portsmouth, O., granted license change equip.; WCHS, Charleston, W. Va., granted license increase D to 5 kw; KFVD, Fort Dodge, Ia., granted mod. CP re studio, trans., radiator; WSAV, Savannah, granted mod. CP re equip., radiator; WDEL, Wilmington, Del., granted license increase D to 1 kw; WWSW, Pittsburgh, granted license move trans., radiator; WKST, New Castle, Pa., granted license increase D to 1 kw; KTSW, Emporia, Kan., granted license increase to 250 w; KQW, San Jose, Cal., granted license increase D to 5 kw etc.

NOVEMBER 14

WLBL, Stevens Point, Wis.—Granted voluntary assignment license to State of Wis., Dept. of Agriculture.

KARM, Fresno, Cal.—Granted CP increase to 250 w.

KVOS, Bellingham, Wash.—Granted conditional CP increase to 250 w.

KHAS, Hastings, Neb.; KMAC, San Antonio; KVRS, Rock Springs, Wyo.—Granted mod. licenses N to 250 w.

KTUL, Tulsa; WIRE, Indianapolis; KLO, Ogden, Utah—Granted mod. licenses N to 5 kw.

KMPC, Beverly Hills, Cal.—Granted amended applic. CP move locally, new equip., increase to 1-5 kw, unl. time.

KIRO, Seattle—Granted mod. license to 710 kc 1 kw unl.

SET FOR HEARING—WSAL, Salisbury, Md., order of revocation of license.

WLAW, Lawrence, Mass.—Granted dismissal without prejudice CP increase hours, dismissed petition for rehearing.

Proposed Decisions . . .

NOVEMBER 2

WNBC, New Britain, Conn.; KQV, Pittsburgh—Granted mod. license WNBC to 1 kw unl. directional, and mod. license KQV to 1 kw unl. directional N.

Applications . . .

OCTOBER 28

WLLH, Lawrence, N. H.—Extension exp. auth. satellite station in Lowell.

NEW, WBNS, Columbus—CP high-freq. station 250 w unl.

NEW, Penn. Bcstg. Co., Philadelphia—CP high-freq. 1 kw unl.

WOPI, Bristol, Tenn.—CP new trans., change 1500 kc 250 w to 1550 kc 500 w 1 kw.

NEW, R. B. Eaton, Des Moines—CP television 100 w, amended re antenna.

OCTOBER 30

NEW, CBS, New York—CP F-M 50 kw unl.

NEW, Leonard A. Versluis, Grand Rapids, Mich.—CP 1310 kc 250 w unl.

NEW, E. D. Rivers, Valdosta, Ga.—CP 1420 kc 100-250 w unl.

NEW, Dixie Bcstg. Corp., Gainesville, Ga.—1210 kc 250 w unl.

NEW, W. J. Holey, Atlanta—CP high-freq. relay station 100 w.

NEW, L & M Bcstg. Co., Ottumwa, Ia.—CP 1210 kc 250 w unl., amended to 100-250 w.

OCTOBER 31

WTNJ, Trenton, N. J.—Mod. license to 1 kw, amended to 500 w 1 kw unl., asks facilities WCAM, WCAP.

KTSM, El Paso—Mod. license to 250 w N & D.

KI Q, KMTR Radio Corp., Los Angeles—CP reinstatement of station.

NOVEMBER 1

WTOL, Toledo—CP increase 100 to 250 w.

WSLI, Jackson, Miss.—Vol. assign. license to Standard Life Bcstg. Co.

WDAH, El Paso, KTRI, Sioux City—Mod. licenses to 250 w N & D.

KPDN, Pampa, Tex.—Mod. license to 100 w unl.

NOVEMBER 2

WARD, Brooklyn—License equip. changes

WICA, Ashtabula, O.—License increase power.

WOLS, Florence, S. C.—License increase power.

KCRJ, Jerome, Ariz.—License change antenna etc.

KORE, Eugene, Ore.—License increase power.

NOVEMBER 3

NEW, Community Bcstg. Corp., Middletown, N. Y.—CP 1310 kc 250 w unl.

NEW, W. Va. Newspaper Pub Co., Morgantown, W. Va.—CP 1200 kc 250 w unl.

WJAG, Norfolk, Neb.—CP change to 770 kc, limited to WBBM, change antenna, asks KFAB facilities.

KVAN, Vancouver, Wash.—License new station.

NOVEMBER 6

WBTH, Williamson, W. Va.—License increase power, change hours.

WMFJ, Daytona Beach, Fla.—CP increase to 250 w, new trans.

KWOC, Poplar Bluff, Mo.—CP increase to 250 w, move studio, increase to unl.

NOVEMBER 9

WSOC, Charlotte, N. C.—CP new trans., directional antenna, change 1210 kc 100-250 w to 1 kw, move trans.

KFDA, Amarillo, Tex.—Auth. transfer control to J. L. Nunn; license for power increase.

KFYO, Lubbock, Tex.—CP new trans., antenna, change 1310 kc 100-250 w to 1380 kc 500 w 1 kw, amended to 1 kw N & D.

KMA, Shenandoah, Ia.—CP directional N, increase to 5 kw N & D.

KTRB, Modesto, Cal.—Mod. license D to ltd.-WSB, 250 w N & D.

NOVEMBER 14

KDKA, Pittsburgh—CP high-freq. station 1 kw unl.

WFMJ, Youngstown—CP increase to 250 w.

WFTM, Ft. Myers, Fla.—Mod. CP increase N to 250 w.

KDNT, Denton, Tex.—Mod. license to 100 w unl.

KHBG, Okmulgee, Okla.—CP increase to 250 w unl.

KFJZ, Fort Worth—License new equip.

WTMA, Charleston, S. C.—Voluntary assignment license to Atlantic Coast Bcstg. Co.

WBAA, W. Lafayette, Ind.—CP increase to 1-5 kw.

NEW, Midland Bcstg. Co., Kansas City—CP high-freq. 1 kw.

KRBM, Bozeman, Mont.—Mod. license to 250 w N & D.

WEAF, New York—Mod. CP new antenna etc., for directional antenna.

Independents Seek Permanent Setup, Paid Executive May Be Elected Later

WITH SOME 50 local independents already enrolled as members for a six-month period, National Independent Broadcasters is moving forward toward establishment of a permanent organization to look after the welfare of non-network affiliated stations, according to an announcement Nov. 6 by Harold A. Lafount, former Radio Commissioner, president of the organization.

Mr. Lafount asserted the independent organization is being incorporated, but until that is accomplished nothing will be done in the way of establishing offices with full-time help. While preliminary thought has been given to retention of a paid executive for NIB, he indicated this move probably was months away.

Because of the present status, there is little immediate likelihood of selection of a paid executive head for the Association, it was indicated. Mention previously had been made of James W. Baldwin, former managing director of the NAB, for that post. So far as could be ascertained, no commitment of any kind has been made and the field was described as "wide open".

The post of secretary-treasurer of NIB at present is being held temporarily by Lloyd Thomas, KGFW, Kearney, Neb. Edward A. Allen, WLVA, Lynchburg, former NIB president, is vice-president of the organization. A scale of dues for independent stations ranging from $3 to $15 per month was set upon reorganization of NIB at a special convention held in Chicago Sept. 15, coincident with the NAB special copyright convention.

Next to Welles

PRESENTED as a salute to Orson Welles and observing the first anniversary of his celebrated *Men From Mars* broadcast, the *Palmetto Fantasies* drama broadcast late in October by WCSC, Charleston, S. C., ran Welles program a close second in arousing the countryside. The play, built around the havoc wrought when a death ray machine got out of control in the Santee-Cooper section of South Carolina, brought immediate response from panic-stricken listeners and gave rise to all sorts of rumors of damage and death in the community, despite frequent announcements that the production was a radio drama.

Network Accounts

All time EST unless otherwise indicated.

New Business

SWIFT & Co., Chicago (Allsweet Margarine), on Nov. 6 started for six weeks *15 Minutes with Gail Northe* on 9 Texas State Network stations, Mon.-Wed.-Fri., 9-9:15 a. m. Agency: J. Walter Thompson Co., Chicago.

CHAMBERLIN LABORATORIES, Des Moines (hand lotion), on Nov. 19 starts *Dancin' with Anson*, Sun., 1:30-2 p.m. (CST) on 15 CBS stations (WBBM KRNT KMBC KFAB KOIL KMOX WIBW KRLD KTRH KOMA KTSA KWKH KTUL WCCO KSCJ), with Anson Weeks and guest star. Agency: L. W. Ramsey Co., Des Moines.

COLGATE-PALMOLIVE-PEET Co., Toronto (Palmolive soap) on Jan. 1, 1940, starts *Happy Gang* on full CBC national network, except Quebec where CBM, Montreal, will be used, and CFPL in London, Ont., thrice weekly, 1-1:30 p.m. Agency: Lord & Thomas of Canada, Toronto.

SAFEWAY STORES Inc., Oakland, Cal. (chain grocery), on Nov. 15 starts for 13 weeks, *Frost Warnings* on 10 California Don Lee stations (KHJ KGB KFXM KPMC KVOE KXO KVEC KDB KTKC KHSL), Sun. thru Sat., 8:30-8:35 p.m. (PST). Agency: Lord & Thomas, San Francisco.

CONTINENTAL BAKING Co., New York, on Dec. 9 (tentative date) starts *Lives of Great Aviators* on 48 CBS stations, Sat., 7:30-8 p.m. Agency: Benton & Bowles, N. Y.

GENERAL FOODS Corp., New York (Bran Flakes-Huskies), on Nov. 20 starts *Young Dr. Malone* on 57 NBC-Blue stations, Mon. thru Fri., 11:15-11:30 a. m. Agency: Benton & Bowles, N. Y.

Renewal Accounts

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), on Dec. 31 renews *Bob Becker's Dog Chats* and adds 16 NBC-Red stations making a total of 42 stations, Sun., 3:45-4 p.m. Agency: Henri, Hurst & McDonald, Chicago.

SPERRY FLOUR Co., San Francisco, division of General Mills, has renewed *Dr. Kate* on 7 Pacific NBC-Red stations, Mon. thru Fri., 10:45-11 a. m. (PST). Agency: Westco Adv. Agency, San Francisco.

BROWN & WILLIAMSON Tobacco Co., Louisville (Bugler tobacco), on Nov. 10 renewed *Plantation Party*, Fri., 8-8:30 p. m., CST, for 52 weeks on 76 NBC-Blue stations. Agency: Russell M. Seeds Co., Chicago.

"THE CRYSTAL SPECIALISTS SINCE 1925"

NEW LOWER PRICES!
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC **$30** Each

Supplied in Isolantite Air-Gap Holders in the 550-1550 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

WWSW Never Off

EXTENDING its *1500 Club* to an all-night feature, heard from midnight to dawn, WWSW, Pittsburgh, started 24-hour operation Nov. 13. As a feature of the program, conducted from WWSW main studios with Joe Tucker handling requests for recorded music, membership cards in the *1500 Club* are offered stay-up listeners.

SOUTHERN STATES FOOD, Dallas (Bluebonnet margarine) on Nov. 9 renewed five-minute spots on 10 Texas State Network stations, Tues., 10:15-10:20 a.m. Agency: Gandy Adv., Dallas.

WM. WRIGLEY JR. Co., Chicago (chewing gum), on Nov. 6 renewed *Scattergood Baines* and added 4 CBS stations making a total of 76 CBS stations, Mon. thru Fri., 5:45-6 p. m. Agency: Neisser-Myerhoff, Chicago.

WM. WRIGLEY JR. Co., Chicago (chewing gum), on Nov. 5 renewed *Gateway to Hollywood* on 62 CBS stations, Sun., 6:30-7 p.m. Agency: Frances Hooper, Chicago.

OHIO OIL Co., Columbus, on Dec. 1 renews *Marathon Melodies* for 13 weeks on 10 NBC-Blue stations, Fri., 10:30-11 p.m. Agency: Byer & Bowman, Columbus.

Network Changes

FIRESTONE TIRE & RUBBER Co., Akron, on Nov. 6 added 27 NBC-Red stations to *Voice of Firestone* making a total of 77 NBC-Red, and on Feb. 5 will drop 26 of these 27 stations, Mon. 8:30-9 p.m. Agency: Sweeney & James, Cleveland.

LUTHERAN LAYMEN'S LEAGUE, St. Louis, on Oct. 29 added WDSM, Superior, Wis., to *The Lutheran Hour*, making a total of 16 MBS stations, Sun., 1:30-2 p.m. (repeat, on 14 MBS, Don Lee and Oklahoma Network stations, 4:30-5 p.m.). Agency: Kelly, Stuhlman & Zahrndt, St. Louis.

ANDREW W. JERGENS Co., Cincinnati (soap), on Nov. 22 replaces Herbert Marshall with Gale Page and Jim Ameche on *Hollywood Playhouse* on 43 NBC-Red stations, Wed., 8-8:30 p. m. Agency: Lennen & Mitchell, N. Y.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Raleigh-Kool cigarettes), on Nov. 9 shifted the rebroadcast on 10 Midwest stations for *Paul Sullivan Reviews the News*, Sun. thru Fri., from 11:30-11:45 p. m. to 12 midnight-12:15 a. m. Program continues in East on 24 CBS stations, 11-11:15 p. m., and West, 1-1:15 a. m. Agency: BBDO, New York.

MANHATTAN SOAP Co., New York (Sweetheart soap), on Nov. 13 shifted *Jack Berch & His Boys* on 9 NBC-Blue stations, Mon., Wed., Fri., from 10:30-10:45 a. m. to 11:30-11:45 a. m. Agency: Franklin Bruck Adv. Corp., N. Y.

CHAS. H. PHILLIPS CHEMICAL Co., New York (Milk of Magnesia, toothpaste), on Nov. 13 shifted *Lorenzo Jones* on 24 NBC-Red stations, Mon. thru Fri., from 11:15-11:30 a. m. to 4:30-4:45 p. m., and *Young Widder Brown* on 23 NBC-Red stations, Mon. thru Fri., from 11:30-11:45 a. m. to 4:45-5 p. m. Agency: Blackett-Sample-Hummert, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Jan. 3, 1940, adds 17 NBC-Red stations to *Kay Kyser's College of Musical Knowledge* making a total of 98, Wed., 10-11 p. m. Agency: Lord & Thomas, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Jan. 6, 1940, adds 32 CBS stations to *Hit Parade* making a total of 98, Sat., 9-10 p. m. Agency: Lord & Thomas, N. Y.

Lucky Strike Broadcasts

AMERICAN TOBACCO Co., New York, on Jan. 4 will expand its rebroadcasts via Millerfilm of the Lucky Strike program, *Kay Kyser's College of Musical Knowledge*, with the addition of stations in New England, New York and Pennsylvania to the Thursday evening, 8-9 p. m. period, used on WOR, Newark, since last June 15. New stations carrying the rebroadcast of the program, heard live on NBC-Red Wednesday evenings, will be WSAY, Rochester; WIBX, Utica; WMBO, Auburn, all of the New York State Network; WIP, Philadelphia; WGBI, Scranton, and WAZL, Hazleton, of the Quaker State Network, and through MBS to the Colonial Network stations WAAB WLLH WSAR WNBH WHAI WBRK WNLH WSYB. Lord & Thomas, New York, is the agency in charge.

Coast Disc Fee

LOS ANGELES Chapter, American Federation of Radio Artists, has advised Southern California members they cannot make transcriptions for less than $7.50 per side. The minimum will hold until national transcription scales are established. The Los Angeles transcription committee, consisting of Hal Berger, chairman; Fred McKaye, William Davs Jr., Thomas Freebairn-Smith, Beatrice Benaderet and Lou Merrill, has been delegated to work with the national group on coordinating transcription scales.

HUGH A. MITCHELL and Jackson Taylor, account executives of McCann-Erickson, New York, have been appointed vice-presidents of the agency.

QUESTION and ANSWER

"Does C.R.E.I. Training Pay?"

A survey made of residence graduates of 1934 through 1937 disclosed that 96% WERE EMPLOYED in the radio and communications industry within an average elapsed time of ONE MONTH after graduation! Surely such a record is proof that C.R.E.I. training pays —because it is PRACTICAL. We'll be pleased to send you complete details and catalog on request.

CAPITOL RADIO ENGINEERING INSTITUTE
Dept. B-11, 3224 - 16th St., N. W., Wash., D. C.

Two Serial Programs—One Adult, One Juvenile —Both Top Flight Shows—Fully Tested Ready To Work For You!—Completely Recorded!

"The Adventures of Uncle Jimmy"
Starring William Farnum—Produced by WARNER BROS.

6.5 Crossley Rating in Hartford after only 9 weeks, at 9:30 A. M.! Sponsors now include Shinola and 2-in-1 Polish—Castilian Soap—Dr. Pepper—Bamby Bread—Loose Wiles Biscuit—proud sponsors of a dramatic serial that will deliver the bulk of the feminine listening audience to YOUR clients! A program so human—so well-done—that it lacks NOTHING!

156 QUAR. HOUR EPISODES COMPLETELY RECORDED!

"DAN DUNN, Secret Operative 48"

Inspired by one of the top six comic strips in the country—now appearing in over 131 Daily and Sunday Newspapers! Plenty of merchandising tie-ups! NO P. T. A. Objections! Sponsors now include CHOCOLATE PRODUCTS COMPANY of Chicago, Hygeia Milk Products, Hires Root Beer, and others!

156 QUARTER HOUR EPISODES AVAILABLE!

Both of These New Syndicated Transcription Programs Are DISTRIBUTED EAST OF THE MISSISSIPPI EXCLUSIVELY BY

KASPER-GORDON, Incorporated
140 Boylston Street **Boston, Mass.**

Representatives and Affiliates in Principal Cities

Note: Audition samples will be shipped at $6.00 per set, or our representatives will be glad to call upon request. WIRE TODAY!

ASCAP Hearings Near End in West

Master Hears Arguments of Society and Broadcasters

ASCAP'S effort to break the Washington State anti-monopoly law, which forbids the copyright combine to do business in that State unless it files its repertoire with the State and places a price on each of its compositions, went into its final stages Nov. 8 in Tacoma when ASCAP submitted its brief, following testimony before a special master acting on behalf of the Federal District Court in that jurisdiction.

The hearing was before Archie Blair, special master, taking testimony for the three-judge court, from Oct. 26 to Nov. 3. Testimony centered around the issue whether a minimum of $3,000 was involved in the proceedings, which would permit the Federal court to assume jurisdiction. If ASCAP fails to prove that jurisdictional question to the satisfaction of the tribunal, it cannot entertain the case and it must revert to the State court which already has suspended the Washington State statute.

Court to Make Ruling

During the trial it was stipulated that testimony given before the master can be used in the trial on the merits before the three-judge tribunal. ASCAP filed its brief Nov. 8 with the State and the Washington Association of Broadcasters allowed ten days in which to answer. ASCAP then will have two weeks to make its reply to the counter-brief. The master then reports to the court which will make its ruling.

Chief witness for the State against ASCAP was Ed Craney, general manager of KGIR, Butte, Mont., who identified exhibits and discussed at length the manner in which ASCAP allegedly operated. Under examination by State counsel, the purport of his testimony was to show that broadcasters, under their contracts with ASCAP and with the major networks, actually are paying double tribute for this music.

Louis Wasmer, operator of KHQ and KGA, Spokane, and Birt Fisher, general manager of KOMO-KJR, Seattle, testified against the Washington State statute, generally reflecting the view that it would cost broadcasters more to investigate each composition performed on the "per piece" basis than stations of the State now pay ASCAP.

ASCAP Launches Suits

CONTINUING the campaign of infringement suits against Montana broadcasters launched by ASCAP members early last month [BROADCASTING, Oct. 15] when 45 suits were filed for publishers against the owners of KGIR, Butte, and KGVO, Missoula, about 30 additional such actions have been taken and a similar number will be filed within the next week, according to Louis Frohlich, general counsel for ASCAP. Of the second barrage of infringement actions, 10 were filed against KGIR and a like number against KGVO, with KFBB, Great Falls, and KGHL, Billings, getting five apiece, it was reported. Actions are believed to be in retaliation for the civil and criminal suits filed against ASCAP officials by the Montana broadcasters.

ON THE 19th anniversary of its founding, KDKA, Pittsburgh, received first and third places in the annual H. P. Davis Memorial Announcers' Award, originated in 1933 by Mrs. H. P. Davis, widow of the first chairman of NBC. Gold medal and $150 in cash were awarded the 1939 winner, David Garroway, KDKA special events announcer. First honorable mention went to Walter Sickles, of WWSW, and second honorable mention was awarded Bob Shield, also of KDKA. Left to right are Sickles; Victor Saudek, founder of the Pittsburgh Little Symphony, presenting awards to Garroway; and Shield. Past winners, from 1933 through 1938, were Fred Webber, KDKA; Bill Sutherland, KDKA; Tony Wakeman, WJAS; Bill Sutherland, KDKA; Ken Hildebrand, KQV; Bill Beal, KDKA.

Late Personal Notes

POWEL CROSLEY Jr., president of Crosley Corp., operating WLW and WSAI, was readmitted to the Good Samaritan Hospital, Cincinnati, Nov. 10, suffering from a "grippe infection." The illness was said to be a complication of a back injury suffered several weeks ago when he fell from a horse on his country estate in Indiana. His physician said he was removed to the hospital as a precautionary measure.

JAMES FISHBACK, formerly of WOR, Newark, has been named commercial manager of WOL, Washington, following a year as director of national sales.

BOB REICHENBACH, formerly of KNX, Los Angeles, has joined the sales promotion department of KMOX, St. Louis.

ED McCAFFREY, for four years sales manager of KPMC, Bakersfield, Cal., has been appointed head of KVOE, Santa Ana, Cal., commercial department.

LEWIS PATTERSON, Hollywood publicity director of Benton & Bowles, is at Palm Springs, Cal., recuperating from a breakdown.

JOHN F. KELSEY has joined the announcing staff of WCSH, Portland, Me., replacing John M. Cooper, who has become radio news editor of *Boston Evening Transcript*, broadcasting on WBZ-WBZA, Boston-Springfield.

AUDRE LIPSCOMB has joined the continuity staff of KFDA, Amarillo, Tex., to assist David Clark, recently named production manager of the station.

DON WILSON, Hollywood announcer, has been assigned to the General Foods NBC *Aldrich Family* serial during its emanation from the West Coast. Felix Mills has been appointed musical director.

SYDNEY MEAD, of the engineering staff of WCSH, Portland, Me., who sailed for Europe on a vacation cruise with Mrs. Mead and arrived in England just before the outbreak of war, still is awaiting return passage to America whenever sailing schedules permit.

WILLIAM CORNELL has been appointed assistant engineer for remote pickups for WOL, Washington, and MBS, assisting Richard Jevins.

EMILY HOLT, executive secretary of the American Federation of Radio Artists, went to St. Louis in mid-November to complete negotiations with KSD.

WILLIAM B. CAMPBELL, former European manager of Press Wireless, and previously of RCA, has been appointed executive vice-president of National Television Corp., New York, which expects to have its line of receiving sets in the market shortly.

RAYMOND RUBICAM, president of Young & Rubicam, New York, is chairman of the advertising group for the annual Red Cross Roll Call in New York, and Charles Merz of the *New York Times* is handling the newspaper group.

NEW GRID MARKING
Quailey Plan Aids Reporters and Spectators

A NEW system of gridiron markings designed to assist spectators, the press and radio reporters in following the exact position of the ball on the field has been adopted by nine universities. The system was developed by Les Quailey, in charge of the staff of 102 sports announcers for N. W. Ayer & Son.

Used for the first time at Syracuse, it consists of large white diamonds on the 20-yard lines, white crosses on the 40-yard stripes and a circle in the middle of the field. All symbols are placed midway between sideline stripes and stenciled with the same material used in lining the gridiron. Also to increase visibility for those in the stands, large numerals are stenciled on the ground in white at the ends of each 10 yard stripe.

Colleges that have followed Quailey's suggestion and introduced the new type of marking are Syracuse, Florida, Temple, Pitt, Colgate, Furman, Carnegie, Princeton and Duke. Other institutions have indicated that the system will be installed before the end of the present football season.

WSPD on Basic Red; WHIZ Will Join NBC; McClatchy Negotiations

WSPD, Toledo, currently an NBC supplementary outlet available with either the Red or Blue basic network, on Jan. 1, 1940, will be added to the basic Red and required of all advertisers using this network. Advertisers currently using WSPD in connection with the Blue network will be permitted to continue to the end of their contracts, but no new Blue advertisers can secure this station. Deal was set by William S. Hedges, NBC vice-president in charge of the stations department, and George B. Storer, president of WSPD and the Fort Industry Co.

WALR, Zanesville, O., also operated by the Fort Industry Co., on Nov. 19 will change its call to WHIZ and on the same date will join NBC as that network's 180th affiliate. Station will be available to advertisers using WCOL, Columbus, in conjunction with either Red or Blue network, although advertisers on WCOL are not required to add WHIZ. Base network rate is $60 per evening hour. Station operates full-time with 100 watts on 1210 kc.

Simultaneously, it was reported that NBC was negotiating with McClatchy Broadcasting Co. for revision of its affiliate arrangements under which KMJ, Fresno, would become Pacific basic Red, and KOH, Reno, now CBS, would join the NBC Pacific Coast group as basic Blue and optional Red. The remaining three McClatchy stations, KFBK, Sacramento, KWG, Stockton, and KERN, Bakersfield —now optional outlets for both networks, would become basic Blue and optional Red. The prospective changes were discussed by Mr. Hedges with Guy C. Hamilton, general manager of the McClatchy interests and Howard Lane, manager of McClatchy stations, in New York the week of Nov. 6.

Standard Program Log

A MEETING of the NAB Accounting Committee to devise a proposed standardized program log which would conform with the requirements of the new FCC rules and regulations, has been called for New York Nov. 16. C. T. Lucy, manager of WRVA, Richmond, is chairman. Decision to call the meeting was reached after Edwin M. Spence, NAB secretary-treasurer, and Paul F. Peter, NAB research director, conferred with the FCC Rules Committee regarding drafting of a standard type of log. Stations have reported some difficulty with field inspectors who have placed varying interpretations on log requirements. Other members of the committee are H. W. Batchelder, WFBR, Baltimore, N. L. Kidd, WSYR, Syracuse; Earl J. Gluck, WSOC, Charlotte; Harry F. McKeon, NBC auditor; S. R. Dean, CBS assistant treasurer.

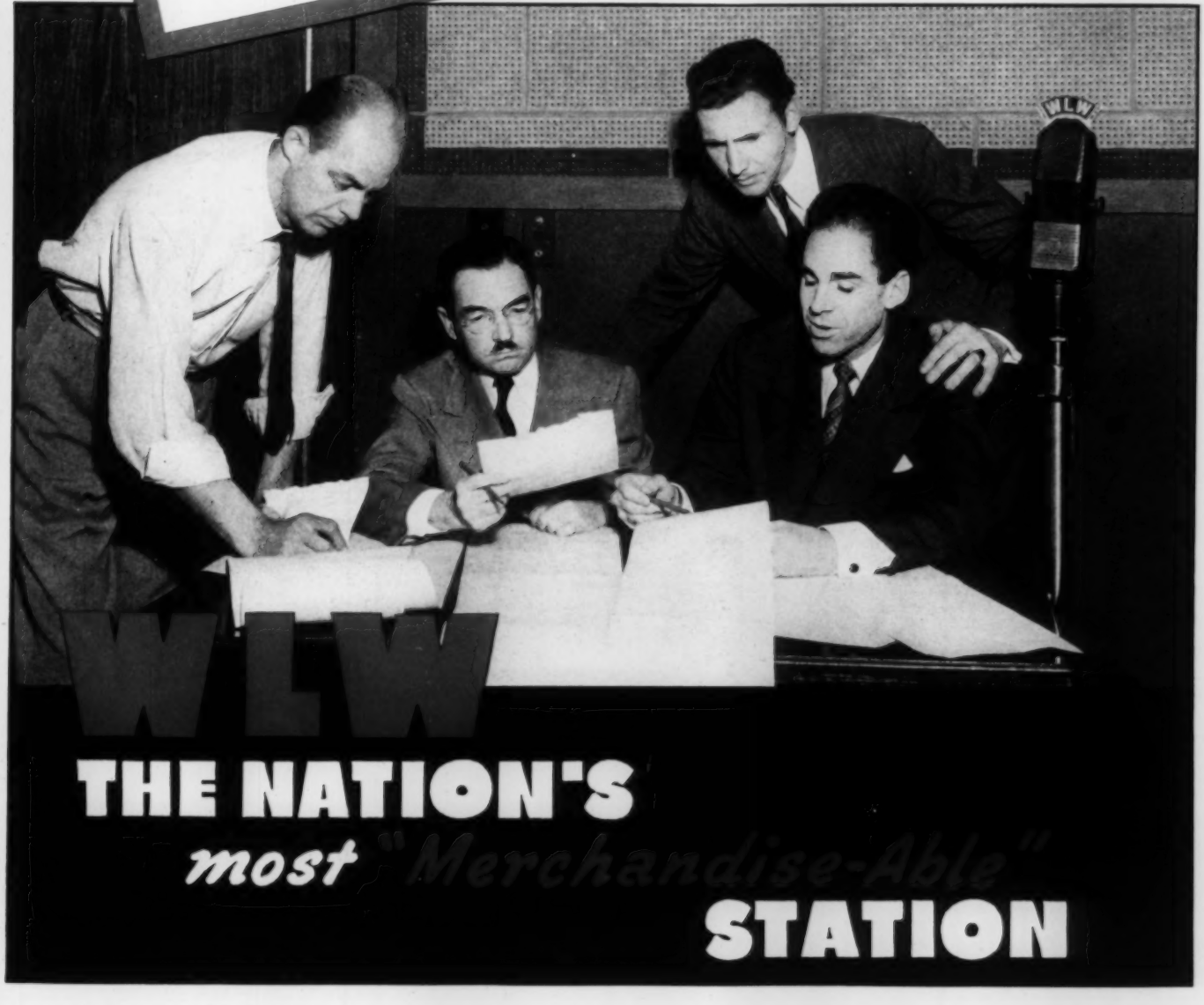
GILLETTE Safety Razor Co., Boston, will sponsor on WHN, New York, broadcasts of the full schedule of 48 National Hockey League games played at Madison Square Garden this winter. Bert Lebhar Jr., WHN sales director, will describe the games, which start at 9:30 p.m. Agency is Maxon Inc., New York.

★ WHY PEOPLE LISTEN!

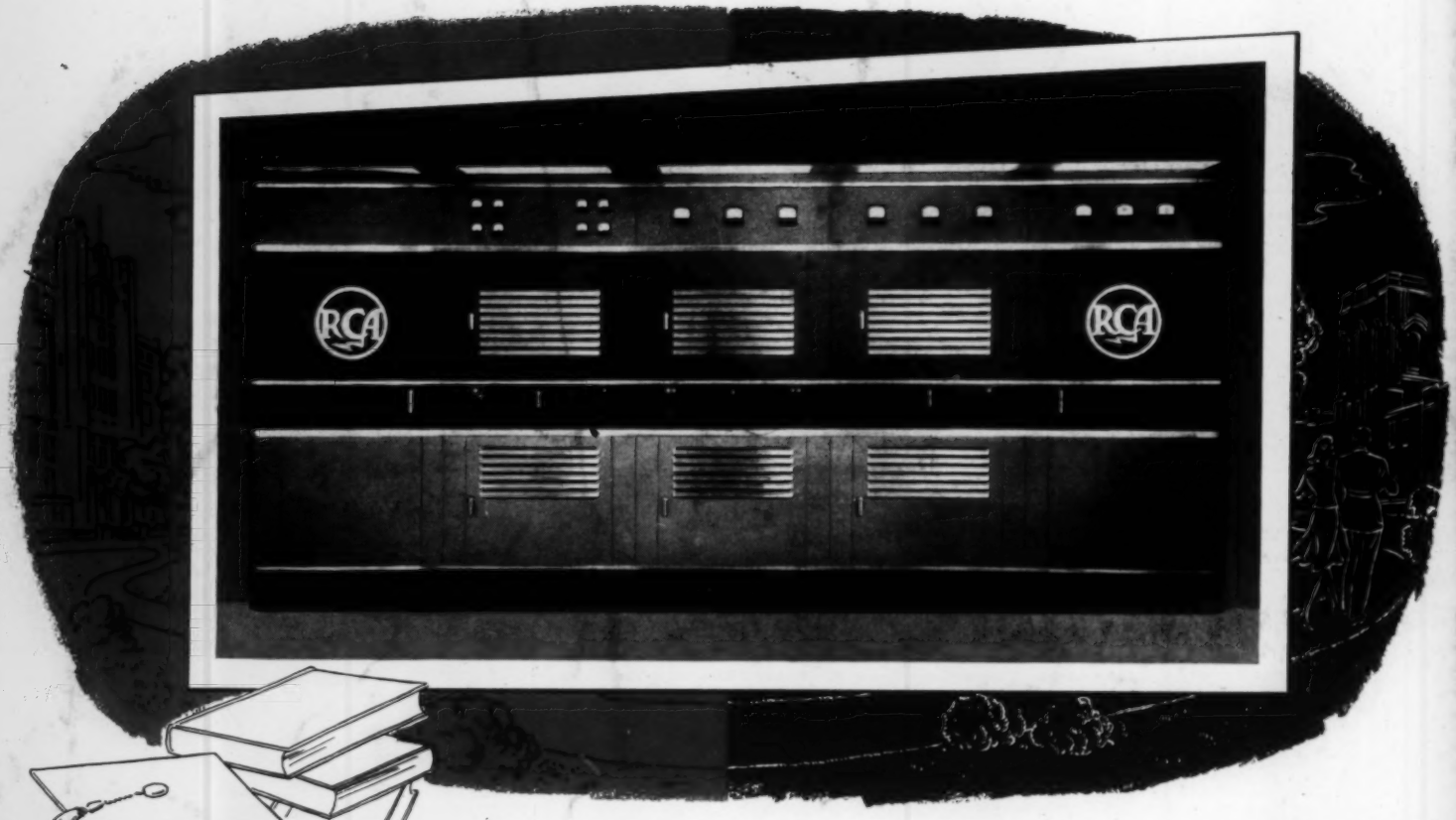
NEWS

Fast, adequate, complete, impartial news reporting is only one reason for WLW'S immense audience influence—only one reason why today more advertisers are buying more time on WLW than ever before.

Such news commentators as Peter Grant, Michael Hinn, Harvey Miller, Paul Allison, and Gordon Shaw have built and are building outstanding reputations throughout WLW land.



XUM



"RCA 5 KWS. join the faculty"

5-kilowatt RCA transmitters installed in college and university radio stations

When professors of electrical engineering and their associates choose a 5-kilowatt transmitter for their university *IT'S GOT TO BE GOOD!*

RCA is pleased to announce the selection of its famous air-cooled 5-D and 5-DX broadcast transmitters by the following universities:

5-D . . WLB University of Minnesota, Minneapolis, Minn.
5-D . . WILL University of Illinois, Urbana, Illinois
5-D . . WTAQ St. Norbert's College, West de Pere, Wis.
5-DX. WOI Iowa State College, Ames, Iowa

When you select a 5-kilowatt transmitter, we believe you will find that a careful study of costs and performance will cause you to agree with the authorities in these colleges. You, too, will rank the 5-D and the 5-DX at the head of the class.

3 REASONS WHY YOUR REQUIREMENTS WILL BE SATISFIED, TOO

1. COMPLETELY AIR-COOLED—Use of new RCA air-cooled tubes ends need of water cooling equipment. Eliminates cumbersome tanks, pipes, machinery. Sets new standard of reliable operation.

2. POWER COSTS CUT NEARLY IN HALF—Power consumption greatly reduced by high efficiency circuit. Lower tube expenses. No critical or complicated circuits.

3. LOW AUDIO DISTORTION—Low distortion over entire audio-band result of high fidelity audio with equalized high gain feedback. Low carrier noise level. Feedback is stable. No critical settings.

Use RCA tubes in your station . . . for reliable performance

RCA Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. · A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.

PRINTED IN U.S.A.